



Tugce Erdem

Brand & Product Management
| Concept Designer

📍 Milan, Metropolitan City of Milan,
Italy

[Portfolio link](#)

[View profile on Dweet](#)

Links

[Website](#) [LinkedIn](#)

[Instagram](#)

Languages

English (Fluent)

Italian (Basic)

Turkish (Native)

About

I love designing, but specifically I am more working on pre-design projects.

For more than 10 years, I have worked in several design fields, including interior design, fashion design, graphic design and textile design.

In all my design fields, my key duties are mainly researching and developing local and global trends. By analyzing these, I have a great capability to translate the trends into concepts that respond to business demands. Preparing visual presentations, storyboards, and guidelines for designs is my strongest ability to lead the product and development team.

As I am passionate about learning and improving myself, I have chosen to undertake a further education Master in Fashion: Brand and Product Management in order to enrich my design skills more focusing on the brand and product management side.

It is very valuable for me to be involved in the whole story of a brand and to contribute to companies with my extensive knowledge.

BRANDS WORKED WITH

Confetti Group / SoftOne

Dizayn Etiket San.Tic.A.S.

Ekol Hazır Giyim Tic.Ltd.Sti

Fidelìa srl

Polo Garage

Zorluteks Tekstil

Experience



● Brand and Product Development

Fidelìa srl | Dec 2022 -

● Concept Design Specialist - R&D

Zorluteks Tekstil | Jul 2017 - Jun 2019

● Senior Graphic Designer

Dizayn Etiket San.Tic.A.S. | Jun 2015 - Jun 2017

● Freelance Fashion Designer

| Apr 2014 - Apr 2015



● Fashion Designer

Polo Garage | Mar 2013 - Mar 2014

● Fashion Design Assistant

Confetti Group / SoftOne | Jan 2012 - Jan 2013

● Fashion Design Assistant

Ekol Hazır Giyim Tic.Ltd.Sti | Jan 2011 - Dec 2011

Education & Training

2022 - 2023

● Milano Fashion Institute/Politecnico di Milano

Master's degree, Master in Fashion: Brand and Product Management

2009 - 2010

● **Istituto Europeo di Design**

Certificate Program, Fashion and Textile Design

2001 - 2006

● **Bilkent University**

Bachelor's degree, Interior Architecture and Environmental Design