



BAŞAK AYDIN NOTZ

Creative, entrepreneurial Project Manager and Web Producer with experience in both digital and traditional media. Strong aesthetic and design sense complemented with excellent business acumen and outstanding project management skills. Skilled at working with clients, as well at building collaborative working relationships with designers, developers, content producers, and illustrators.

Small Square Design, San Francisco, İstanbul, Chicago 2007 – Present Founder/Designer

- Founded and built a letterpress stationery company that specializes in selling hand-printed, high-quality paper products to wholesale and retail customers around the world, including retailers such as Anthropologie and Paper Source.
- Drive all creative direction for the company, continually developing the company's brand, and communicating it to licensed illustrators and vendors.
- Identify and work collaboratively with licensed illustrators to expand the company's offerings.
- Produce a number of custom projects for various clients, including iconic brand Heath Ceramics.
- Responsible for the execution of all product development aspects, from concept to market, for products designed, manufactured, and distributed by Small Square Design. Includes designing and illustrating products, as well as working with licensed illustrators, sourcing and working with vendors, setting wholesale pricing and margins, setting and maintaining production timelines, managing inventory, and developing product packaging.
- Plan and implement all marketing and public relations activities, including: designing catalogs and other marketing materials, coordinating national trade show participation, and working with well-known design magazines and blogs for press.

Propane Studio, San Francisco 2006-2007 Freelance Project Manager

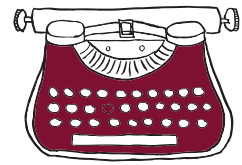
- Managed development of e-learning products from conception to deployment, including: building teams, coordinating resources, budgeting and supervising quality assurance.
- Coordinated an interactive multimedia team of developers, instructional designers and media artists.
- Managed client relationships with various companies including Keynote Systems in a professional manner with excellent communication skills.

ASK Learning, San Francisco, 2003-2005 Instructional Designer, Project Manager

- Managed development of custom e-learning products for corporate clients from conception to deployment, including: developing proposals and concepts, building teams, managing designers and illustrators, coordinating resources, overseeing project budgets, and supervising quality assurance.
- Performed instructional and creative design. Researched and developed content. Led interactive multimedia teams of developers, instructional designers and media artists.
- Served as client-facing account manager on numerous projects. Clients included Cisco Systems, VERITAS (acquired by Symantec), HP, Shell Oil, and Qantas.

Project highlights:

- Created standard processes, pricing, timelines, and documents for the E-Sales series of courses for Cisco, then implemented these processes companywide as ASK grew from five employees to over twenty.
- Managed Cisco's iExecutive program, a \$450 K, 7-module course to be distributed to EMEA and localized into other languages. Oversaw a team of four project managers, four developers and designers. Ensured that all modules were visually and instructionally cohesive, and adhered to brand guidelines. Managed timeline, budget and was main point-of-contact for both client and internal teams.
- Collaborated with designers to create a novel series for Sales Force Automation covering Opportunity Management, Forecasting, Quoting and Ordering for Veritas (acquired by Symantec). The instructional and visual design of the series was so well-received by the Veritas that ASK was awarded new projects.



EDUCATION

University of California, Berkeley, 2001

"E-commerce Business and Technology" International Diploma Program: Focus on E-commerce Business Engineering, Internet Strategies, E-Business Models, and E-commerce System Design.

MBA, Middle East Technical University, Turkey, 1996-1998

Elective courses in Computer and Networking, Management Information Technology. Non-thesis graduation project work on the analysis of MRP II implementation at a factory.

Middle East Technical University, Turkey, 1992-1996

Bachelor Degree in Environmental Engineering.



ADDITIONAL INFORMATION

Computer Skills: HTML, Dreamweaver, Photoshop, Illustrator.

Languages: English, Turkish, French.

Interests: Blogging, printmaking, illustration, tennis, photography, green living, cooking and travel.



312.550.2889
basak@cookthenet.com
www.cookthenet.com
www.smallsquaredesign.com
basak.typepad.com



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Sports Basement, San Francisco, 2002-2003

Project Manager, Internet Group

- Key member of team driving the improvement of sporting goods retailer's online presence.
- Designed and delivered a variety of projects to improve the cost-efficiency and performance of Internet Fulfillment and Customer Service departments.

NuMedica, Inc., San Francisco, 2001-2002

Product Manager / CRM Manager

- Developed customer support infrastructure for medical software company.
- Performed usability testing and implemented product customization based on client requirements.
- Designed and launched company Web site. Responsible for continuous improvement and maintenance.

TAI – Turkish Aerospace Industry, Turkey, 1998-2000

Business Analyst

- Implemented variety of software products, websites and databases to improve business efficiency and organization of the Turkish Armed Forces and Ministry of Environment.
- Managed 3-person team that served as the intermediary between the user and technical group; exceeded all projected results.
- Managed several aspects of product development: setting of goals and deadlines for the development team, identification and prioritization of customer requirements, user updates and training throughout the development cycle.

