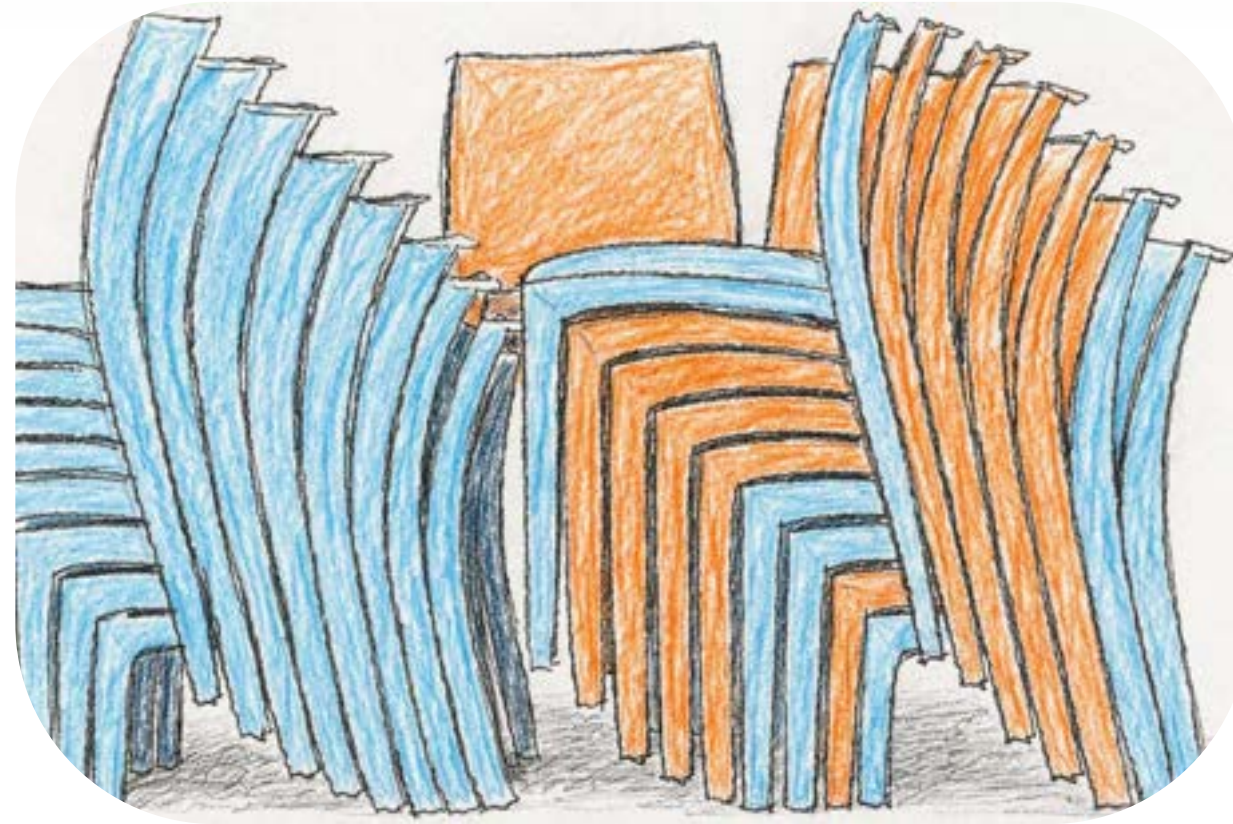


Portfolio



Interior Architecture & Retail Experience

Z.Müge Özdemir
Interior Architecture &
Visual Merchandiser

MAY 2026

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ABOUT ME



I am Zehra Müge Özdemir, an interior architect with professional experience in visual merchandising, retail display design, and spatial presentation.

My professional practice has mainly developed in retail environments, where I worked on campaign setups, statement walls, product displays, seasonal concepts, and on-site implementations. My experience at IKEA Türkiye allowed me to connect interior space, product presentation, customer experience, and brand communication through real project experience.

I value being involved in the entire design process, from concept development to implementation details. My experience across projects of different scales has allowed me to approach space with both creative and practical design decisions. This portfolio brings together selected works from my professional practice and educational projects, reflecting both my interior architecture background and my experience in visual merchandising. I see graduate study as an opportunity to deepen this background through a more academic, research-based, and critical perspective.

MY DESIGN APPROACH



I see interior architecture not only as the arrangement of space, but as a layered design practice shaped by user experience, perception, and behavior. My professional background in visual merchandising has shown me that the relationship between a space and its user should be carefully planned, not left to chance. For this reason, my design decisions are shaped not only by aesthetics, but also by flow, orientation, focal points, and usage scenarios.

For me, every space carries a story that unfolds as the user moves through it. I approach the conceptual framework, spatial layout, material, lighting, and color decisions as parts of this story. Where the user pauses, what they are drawn to, where they interact, and how they remember the space are key questions in my design process.

My experience in retail and display environments has taught me that a space should not only look visually strong, but also communicate, guide, and leave a lasting impression on the user. I see graduate study as an important step to deepen this professional experience through a more academic, critical, and research-based approach.

Z.MÜGE ÖZDEMİR

INTERIOR ARCHITECT & VISUAL MERCHANDISER



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📍 MALTEPE / İSTANBUL

PERSONAL INFORMATION

Marital Status: Married

Date of Birth: 20 June 1995

Place of Birth: Istanbul

Driver's License: Class B (2015)

Nationality: Turkish

EDUCATION

- **FMV Işık University**

Bachelor's Degree in Interior Architecture

Faculty of Fine Arts 2013 – 2017

(50% Scholarship, GPA: 2.74 / 4.00)

- **Suadiye Hacı Mustafa Tarman High School**

2009 – 2013

Equal Weight Track (70.09 / 100)

LANGUAGES

English (IELTS Academic Score: 4.5)

ACHIEVEMENTS

- **Accepted to Politecnico di Milano**

Interior and Spatial Design Master's Program (2020)

- **IELTS Academic**

Score: 4.5

WORK EXPERIENCE

- **IKEA**

Visual Merchandising & Activity Design Specialist

Dec 2021 – Nov 2025

- **Erdem Home**

Interior Architect

Oct 2019 – Dec 2021

- **Tureks Stone**

Interior Architect & Sales Consultant

Apr 2018 – May 2019

- **ByKepi Furniture & Decoration**

Interior Architect Intern

Jun 2015 – Sep 2015

SKILLS

- Interior Design
- Visual Merchandising & Display Design
- Spatial Planning & Retail Design
- Concept Development & Visual Storytelling
- Customer Journey & Experience Design
- Sales-Driven Merchandising Strategy
- 3D Modeling & Technical Drawing

SOFTWARE

- AutoCAD
- Microsoft Office
- SketchUp
- Adobe Photoshop
- 3Ds Max
- Procreate
- Canva

REFERENCES

Pınar Salman

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Figen Yılmaz

Visual Merchandising Lecturer– Founder Of İstanbul School Of Visual Merchandising

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COURSES & TRAININGS AND CERTIFICATIONS

- **Visual Merchandising with Interior Architecture Techniques**

Istanbul School of Visual Merchandising

Mar 2026 —12 Hours

- **AI-Supported Content Design in Visual Merchandising**

Istanbul School of Visual Merchandising

Jan 2026 —21 Hours

- **Certificate in Visual Merchandising & Store Design**

Mimar Sinan Fine Arts University (SEM), Pınar Salman

Dec 2025 — 42 Hours

- **Customer Perception Management in Visual Merchandising**

Mimar Sinan Fine Arts University (SEM), Pınar Salman

Oct 2025 — 6 Hours

- **Art Therapy Workshop**

Üretimhane

Mar 2025— 15 Hours

- **Visual Merchandising from a Neuro-Sales Perspective**

Figen Yılmaz

Jul 2024— 9 Hours

- **Visual Merchandising & Window Display Design**

Istanbul Moda Academy (IMA)

Feb 2024 — Jun 2024— 90 Hours

- **Mastering Visual Merchandising**

Figen Yılmaz

Dec 2023— 12 Hours

- **Change Management**

MCT, Gözde Berber Özbalaban

2022

- **3ds Max Training**

Bilge Adam Academy

Feb 2019

- **English Language Program**

American Culture Language Schools

Feb 2017 — Sep 2017

- **Drawing & Painting Course**

ErArt, Istanbul

Sep 2011 — Aug 2013

Back To School

BRAND

IKEA

YEAR

2023

ROLE

Concept Development
Spatial Planning & Zoning
Customer Flow Design
Visual Merchandising Strategy
On-site Implementation



CONCEPT

The Back to School concept reinterprets the school season as more than a shopping period, transforming it into an engaging and motivating experience. A guided spatial flow allows products to be perceived within a functional and cohesive narrative. Through the use of color, materials, and product placement, the space creates an energetic atmosphere that reflects the excitement of a new beginning.

VISUAL IDENTITY

Children’s Activity Podium



Key Words: Fun, Fresh, Playful
Activities: Back to school, working from home
Style Group: International Modern
Display Technique: Collage, Repetition



The Back to School product range was positioned vertically within the Self-Service area to maintain the customer circulation flow and provide easy access to the checkout area.



VISUAL IDENTITY

Teen Room Activity Podium





TECHNICAL DRAWING



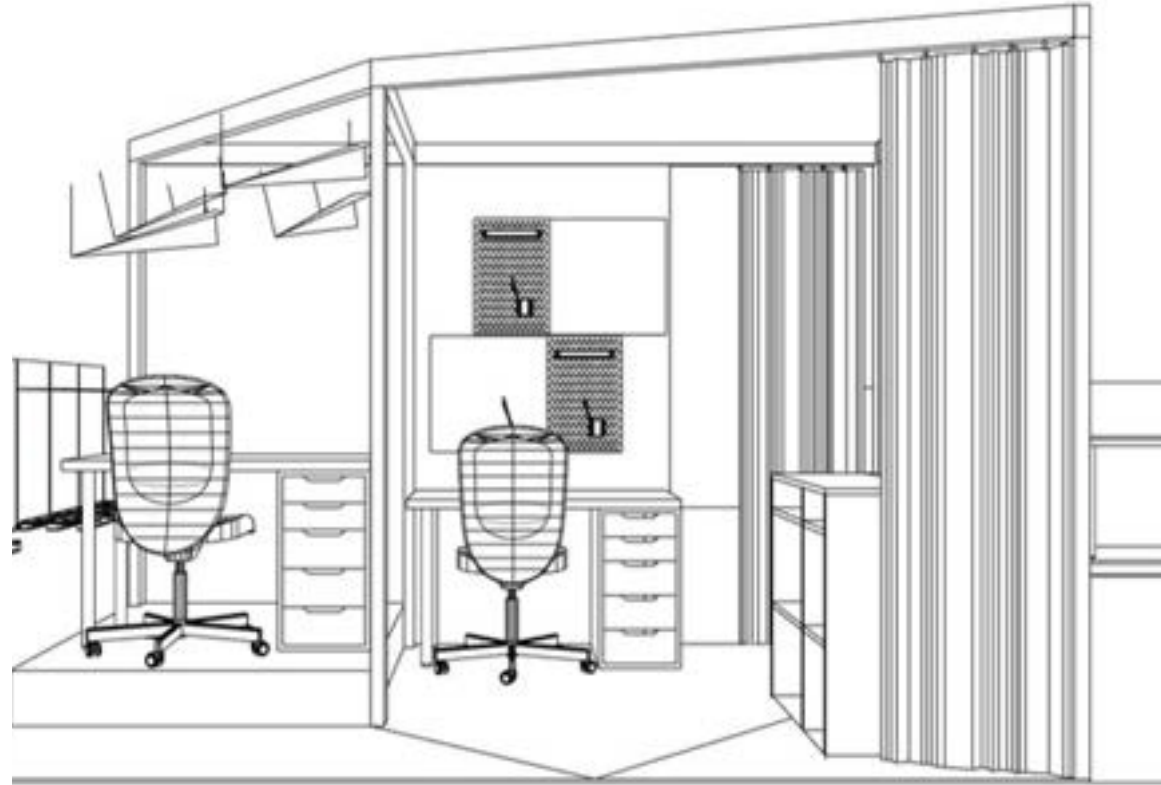
RENDER



IMPLEMENTATION

Inspired by the atmosphere of a kindergarten, this project was designed as a warm and interactive spatial experience that supports children's play and learning journey. The yellow-orange color palette, oversized pencil forms, and graphic surfaces created from children's drawings were used to establish a strong focal point within the store, while the open structural system maintained the relationship between the area and the overall store circulation. Product placements were planned with a focus on child ergonomics and accessibility, while different platform levels helped strengthen product hierarchy and visual balance.





TECHNICAL DRAWING



RENDER



IMPLEMENTATION

This project was designed around the changing needs of working from home, creating a workspace that supports organization, calmness, and focus. Mint tones, linear wall graphics, and a light structural system were used to create a balanced and airy atmosphere within the store. Paper airplane details and work accessories were incorporated as visual layers supporting the spatial narrative, while product placements were planned according to everyday usage scenarios. Open shelving systems, work surfaces, and storage solutions were considered together to strengthen both functionality and visual unity. The project was approached as an experience-oriented retail application that combines spatial design principles with visual merchandising strategies.





Designed around the “Back to School” theme, this project aimed to create a playful and experience-oriented atmosphere for children during the school preparation period. Inspired by the form of a school bus, the photo area was designed as a strong focal point within the store, inviting users into an interactive spatial experience. Colorful art supplies, graphic surfaces, and suspended book details were used as visual layers supporting the seasonal storytelling. Product placements emphasized rhythm, color balance, and accessibility, while the project was approached as an experience-oriented retail application combining spatial design principles with visual merchandising strategies.

X-Mas New Year

BRAND

IKEA

YEAR

2023

ROLE

Concept Development
Spatial Planning & Zoning
Customer Flow Design
Visual Merchandising Strategy
On-site Implementation



CONCEPT

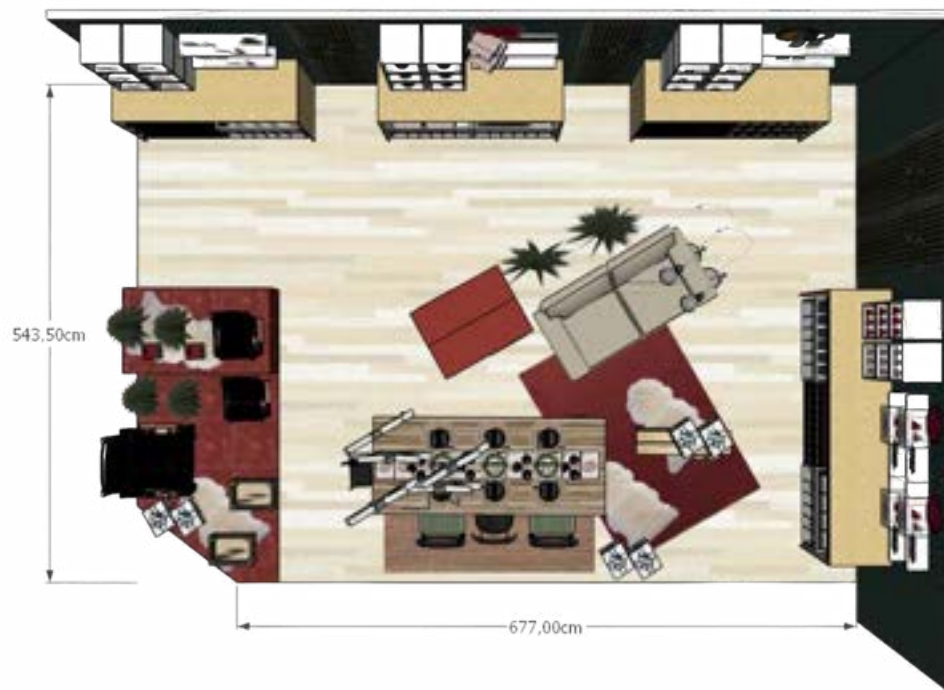
In this project, the Christmas theme was approached through a spatial setup designed to evoke warmth and togetherness. The dining area, seating corner, and decorative product walls were planned as a cohesive whole, creating an immersive user experience. Red, green, and natural wood tones were combined with warm lighting to establish an inviting atmosphere.

Textile surfaces, natural textured rugs, open wooden shelving systems, and patterned wall coverings were used together to create a layered spatial effect. Suspended star lighting elements acted as focal points, while product placements were arranged according to principles of visual balance and continuity.

VISUAL IDENTITY



Key Words: Inviting, Natural, Functional, Warm, Crafted
Activities: New Year's celebration at the dinner table
Style Group: Scandinv Traditional
Display Technique: Collage, Repitition, Witdh and Depth







MÄVINN Collection Media

BRAND

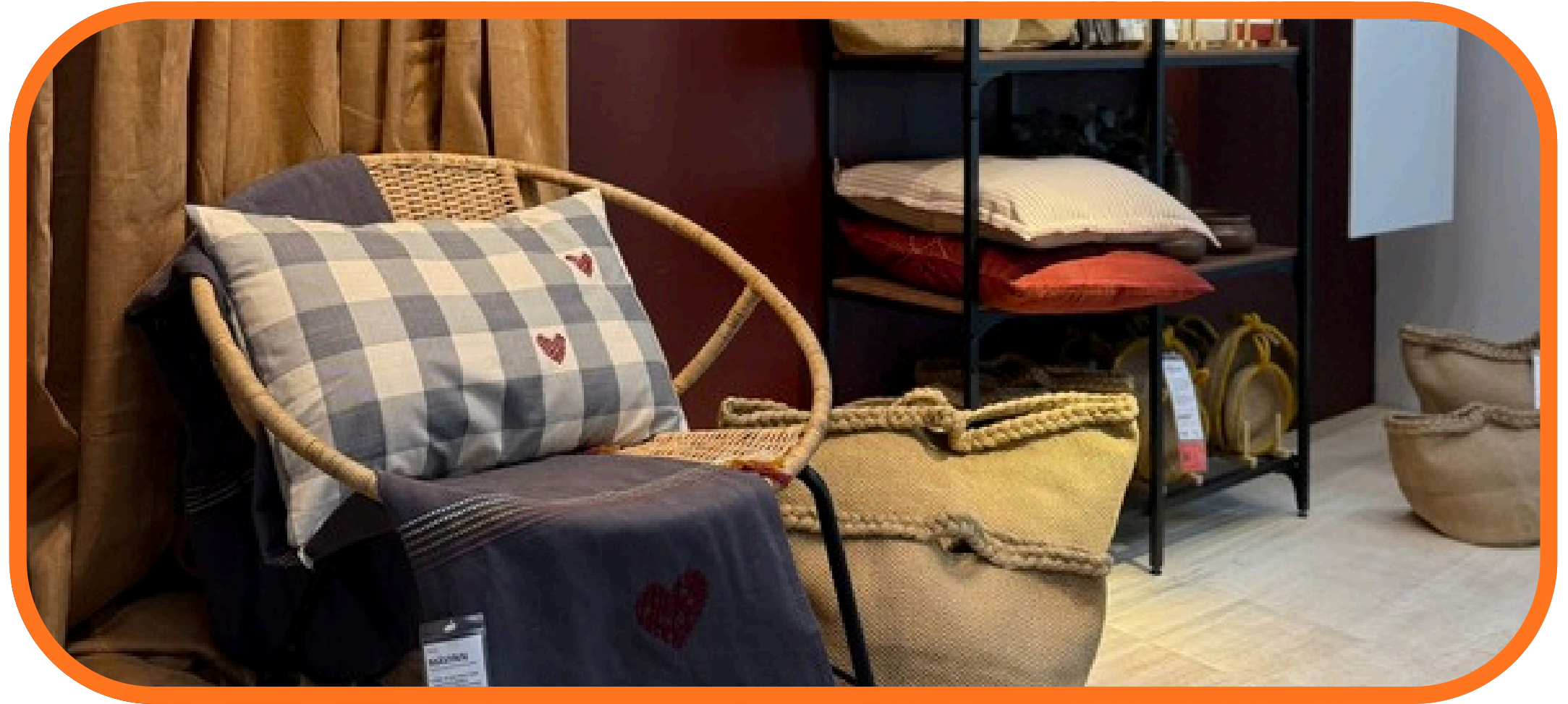
IKEA

YEAR

2025

ROLE

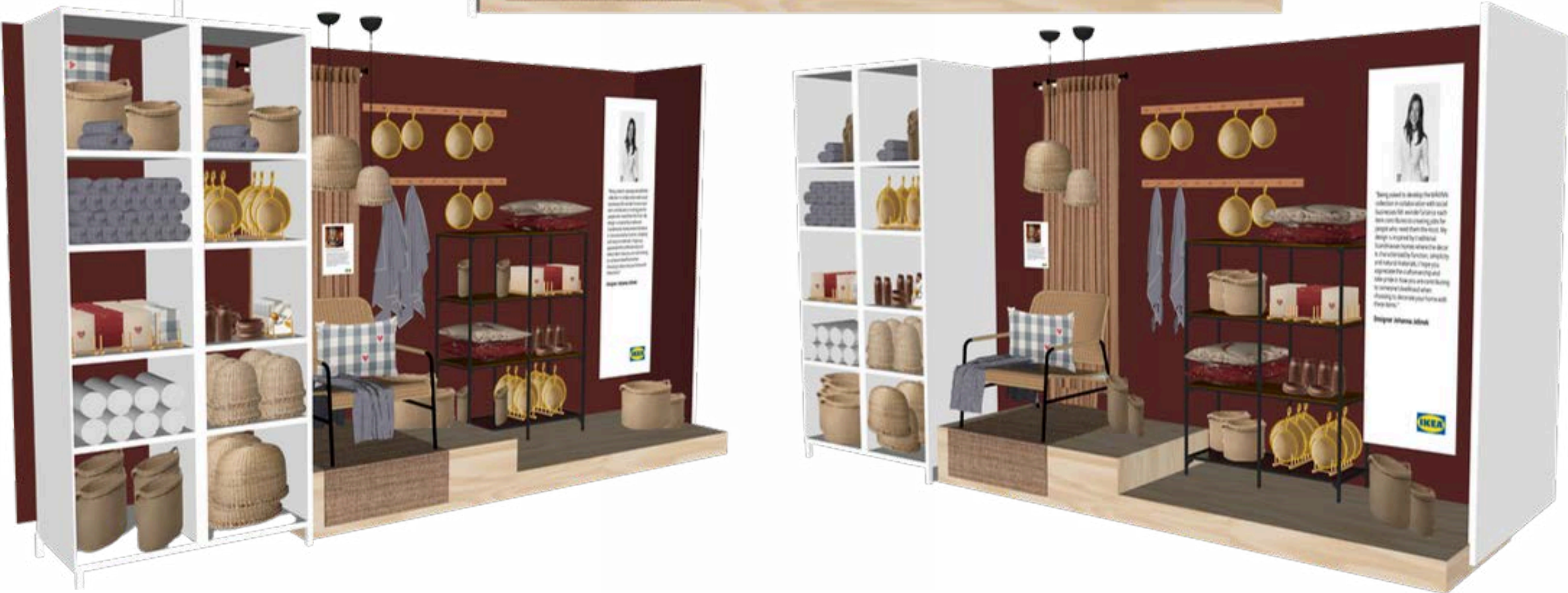
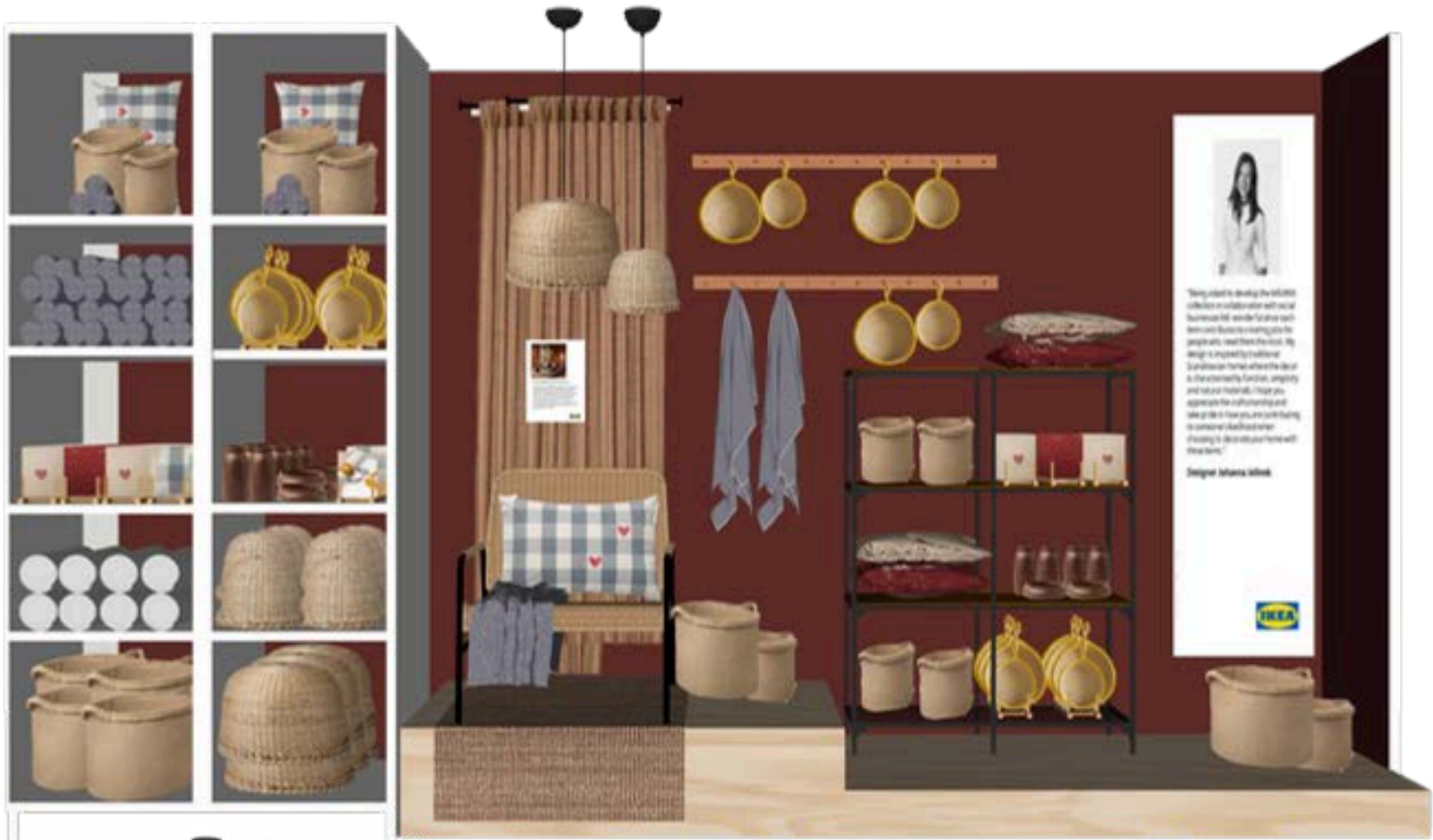
Concept Development
Spatial Planning & Zoning
Customer Flow Design
Visual Merchandising Strategy
On-site Implementation



CONCEPT

The products in the MÄVINN collection are inspired by traditional Scandinavian homes, where decoration is shaped through functionality, simplicity, and natural materials. The products were handcrafted by skilled artisans in collaboration with social enterprises. Therefore, the collection media was designed to highlight natural textures and create a warm, homelike atmosphere. Woven surfaces, light wooden platforms, linen-textured fabrics, and earthy tones were used to support the natural character of the products. A balanced and layered display composition was preferred to create a calm and welcoming Scandinavian living atmosphere.

VISUAL IDENTITY





Store Window Back To School

BRAND

IKEA

YEAR

2023

ROLE

Concept Development
Spatial Planning & Zoning
Customer Flow Design
Visual Merchandising Strategy
On-site Implementation

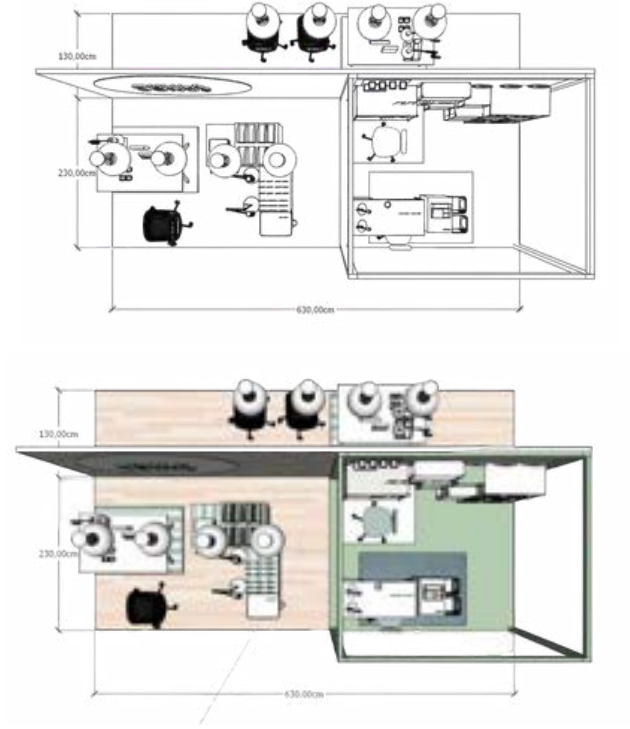


CONCEPT

The “Back to School” window concept was designed around creating a more organized, calm, and motivating study environment at home during the school preparation period.

Pastel tones, modular display elements, and layered product arrangements were used to create both a functional and spacious atmosphere. Workspace solutions, storage products, and desk accessories were brought together within the same visual language to make the products feel like parts of a complete setting rather than individual items. The open-frame structure and repetitive graphic surfaces helped support a sense of rhythm and depth throughout the display.

VISUAL IDENTITY

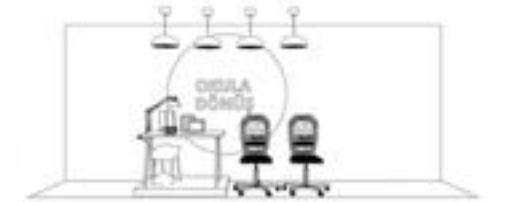


Key Words: Simple, Natural, Functional, Organized, Playful

Activities: Back to school

Style Group: International Modern

Display Technique: Collage







Nytilverkad Collection Media

BRAND

IKEA

YEAR

2025

ROLE

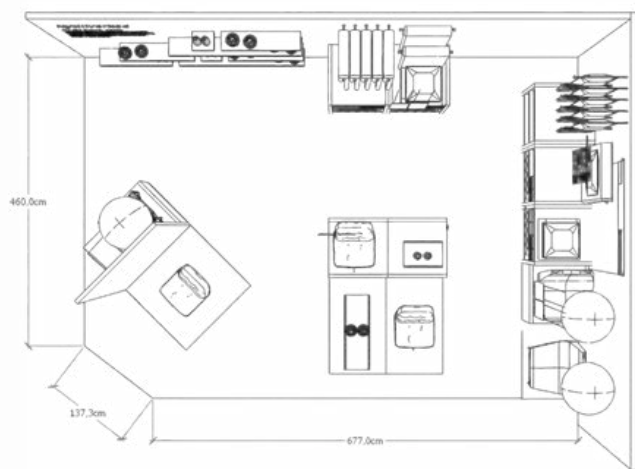
Concept Development
Spatial Planning & Zoning
Customer Flow Design
Visual Merchandising Strategy
On-site Implementation



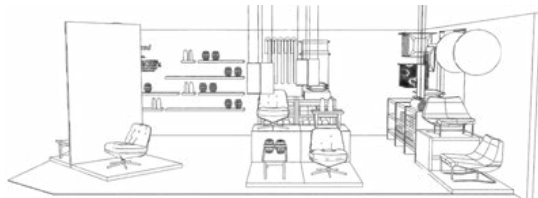
CONCEPT

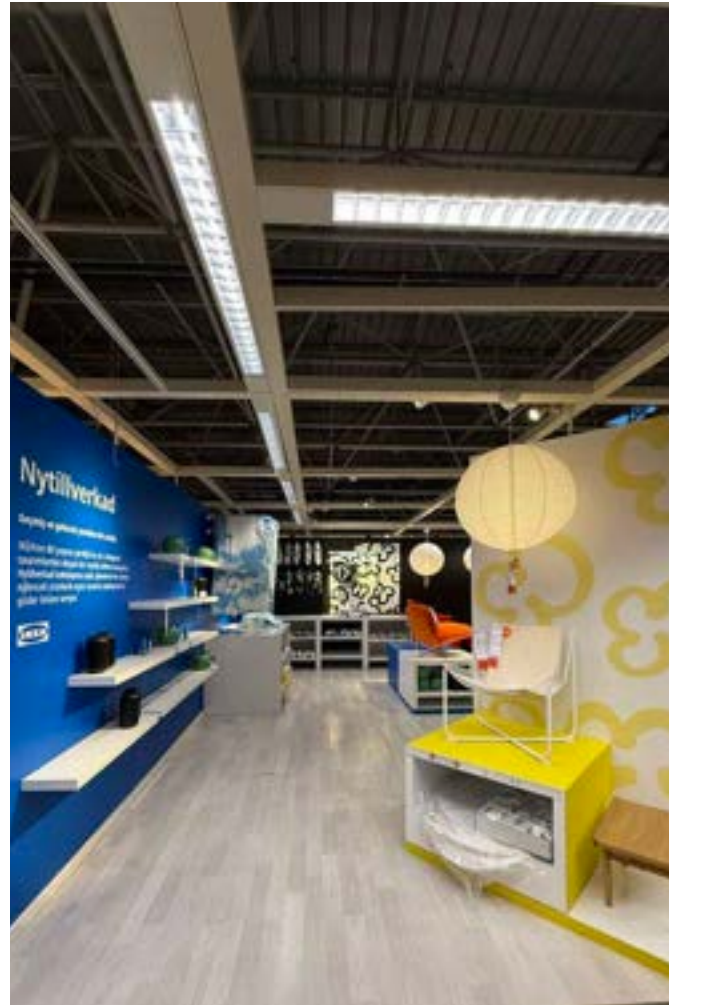
The Nytilverkad collection area was designed to reinterpret IKEA's iconic design language through a contemporary and experience-focused spatial composition. The collection's bold colour palette, graphic surfaces, and playful character were translated into the space through rhythm, contrast, and visual continuity. Rather than displaying products individually, the space was planned as a holistic composition where products interact with one another. Open display systems, layered arrangements, and strong colour blocks create a dynamic flow that guides user movement throughout the area, while graphic applications and repetitive forms reinforce the energetic and timeless identity of the collection.

VISUAL IDENTITY



Key Words: Graphic, Retro, Energetic, Iconic, Contemporary
Activities: Collection Launch
Style Group: International Modern
Display Technique: Collage, Solitary, Repitition, Witdh and Depth





PAX Showcase

BRAND

IKEA

YEAR

2025

ROLE

Concept Development
Spatial Planning & Zoning
Customer Flow Design
Visual Merchandising Strategy
On-site Implementation



CONCEPT

This project was designed to reposition the PAX wardrobe system as a customizable and inspiring living space rather than only a storage solution. The existing area, which lacked inspiration and had remained unchanged for a long time, was redesigned with a stronger focus on user experience and spatial flow. Combining interior architecture and visual merchandising approaches, the modular structure of the PAX and KOMPLEMENT systems was presented through different usage scenarios. White matte surfaces, transparent organizers, textile textures, and grey tones were used to create a clean and timeless atmosphere, while graphic communication and product compositions helped create a clearer and more inspiring customer experience.

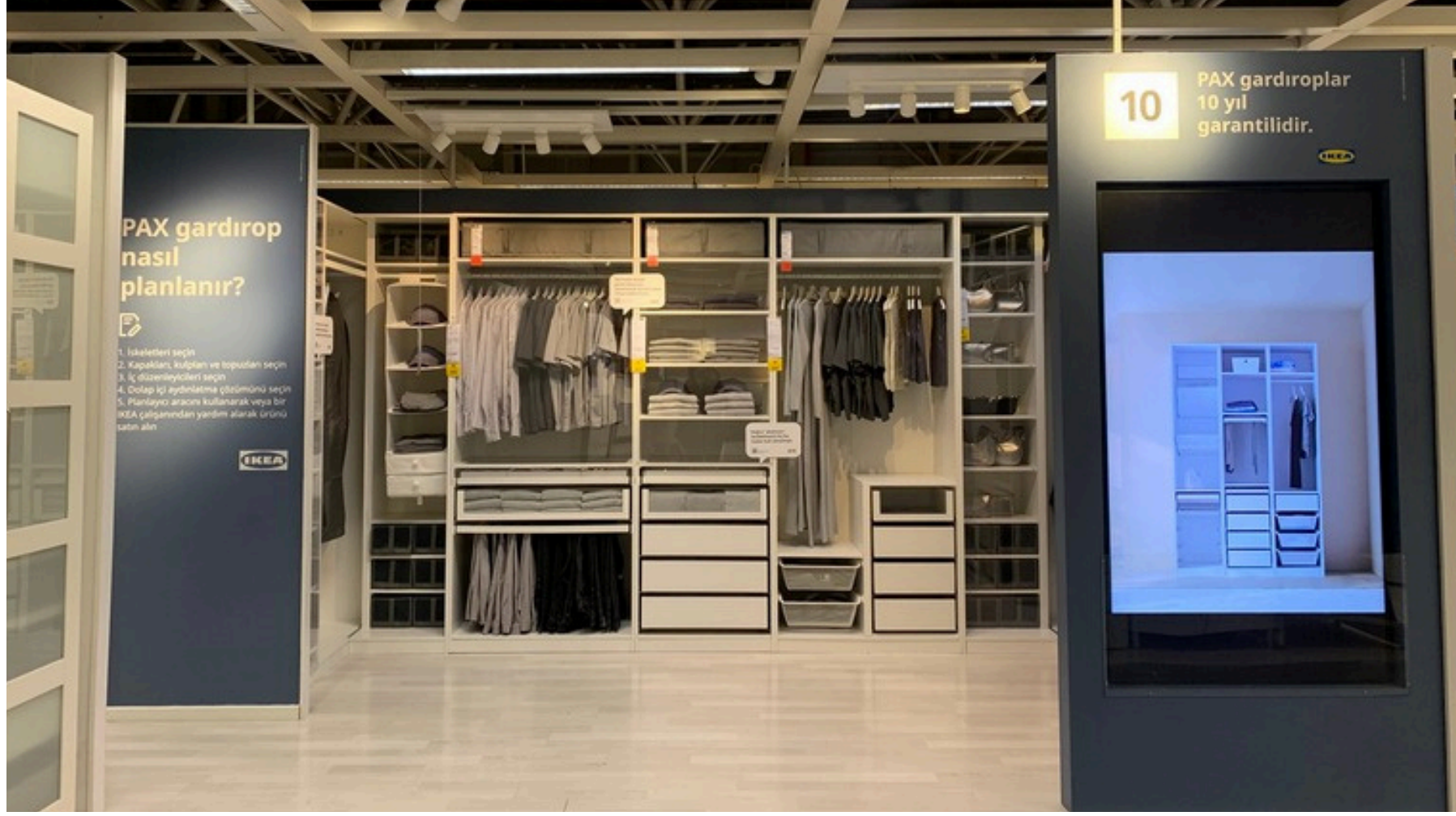
VISUAL IDENTITY



After



Before - Preliminary layout and visual planning studies prepared before implementation.





Summer Vignette

BRAND

IKEA

YEAR

2023

ROLE

Concept Development
Spatial Planning & Zoning
Customer Flow Design
Visual Merchandising Strategy
On-site Implementation

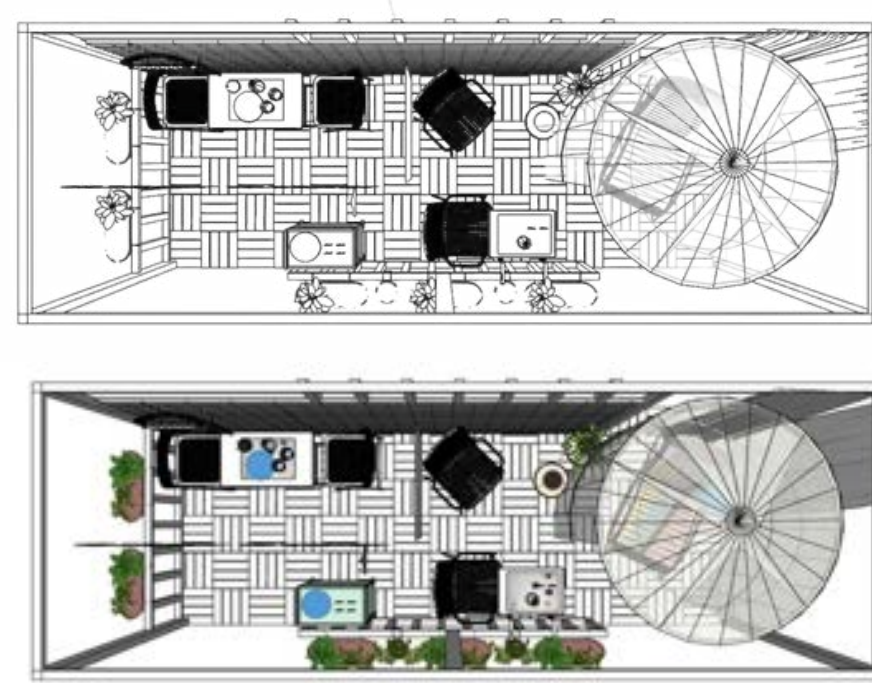


CONCEPT

This vignette was designed to highlight balcony living during the summer season, turning a small balcony into a lived-in setting for breakfast, relaxation, and family time. The TORPARÖ range was used as the main product group and supported with textiles, lighting, plants, and tabletop accessories.

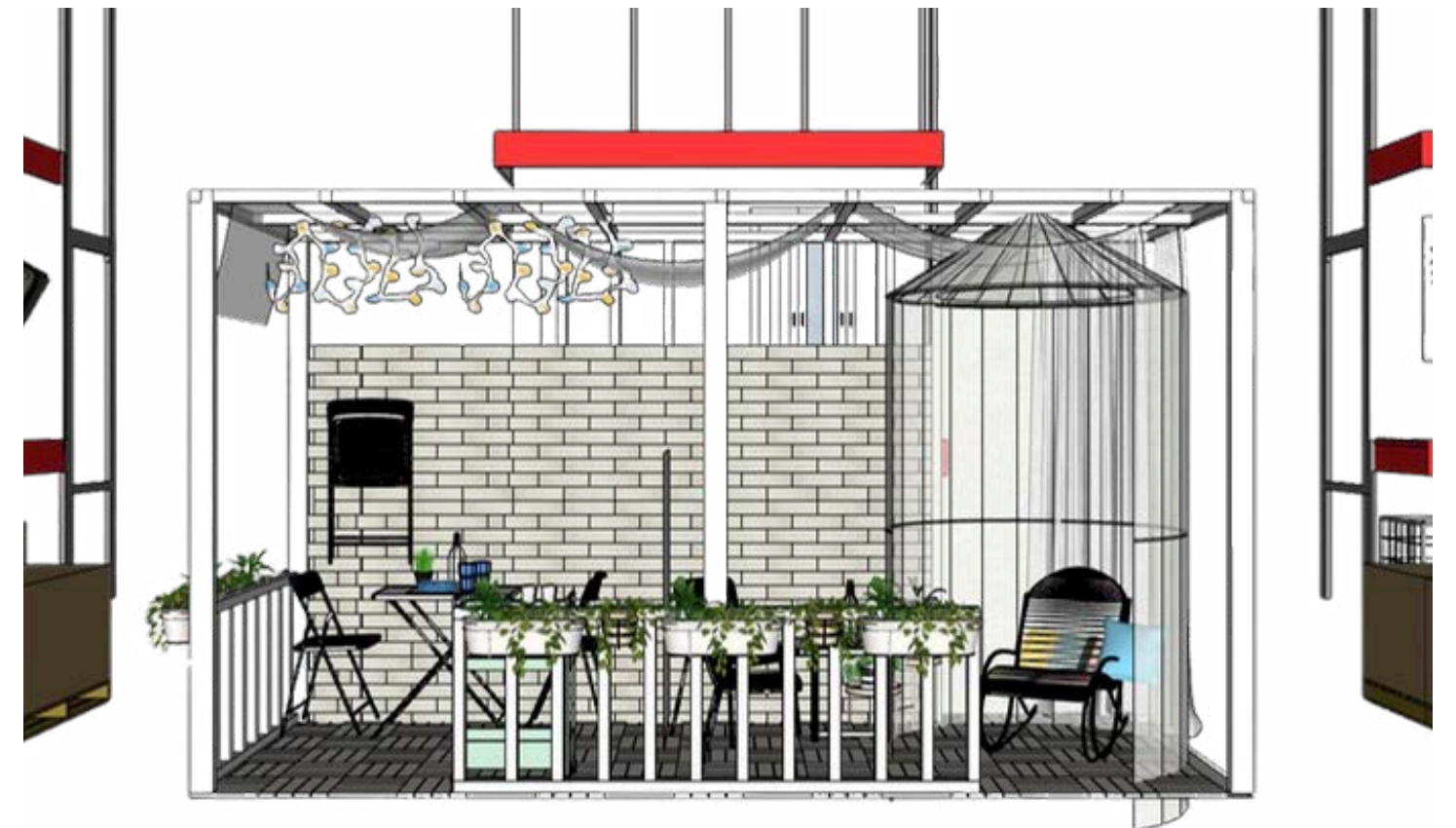
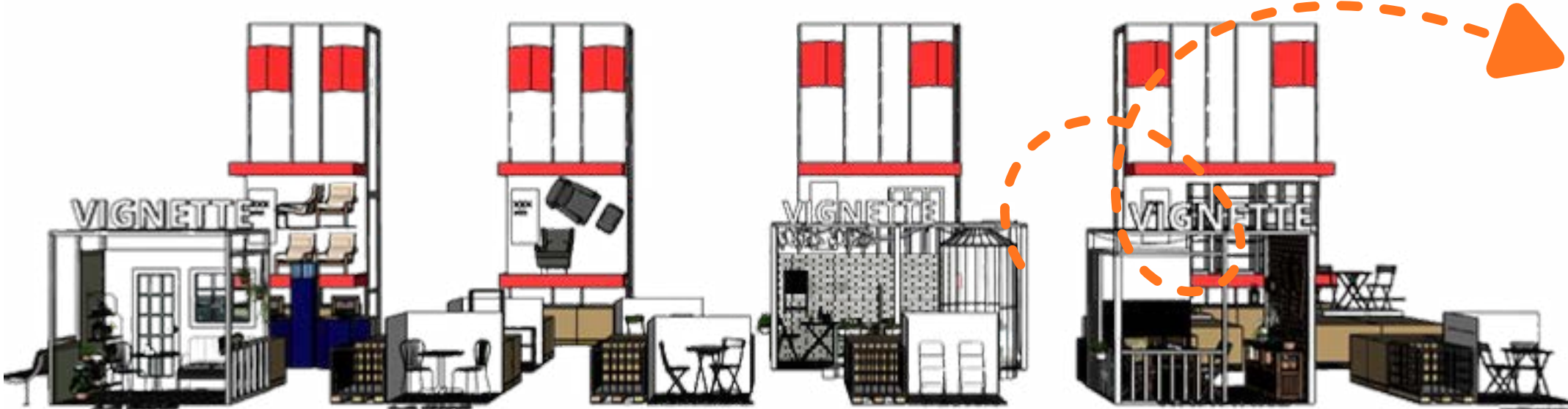
The white structure, sheer fabric, light flooring, greenery, and pastel tones created a fresh summer atmosphere while supporting the Scandinavian modern style. The aim was to show the product as part of a complete balcony idea that could easily be adapted at home.

A white folding table and chairs are set up on a green lawn. The table is decorated with several large pink and white flowers, a glass of water, and a small pink object. A yellow umbrella is visible in the background.

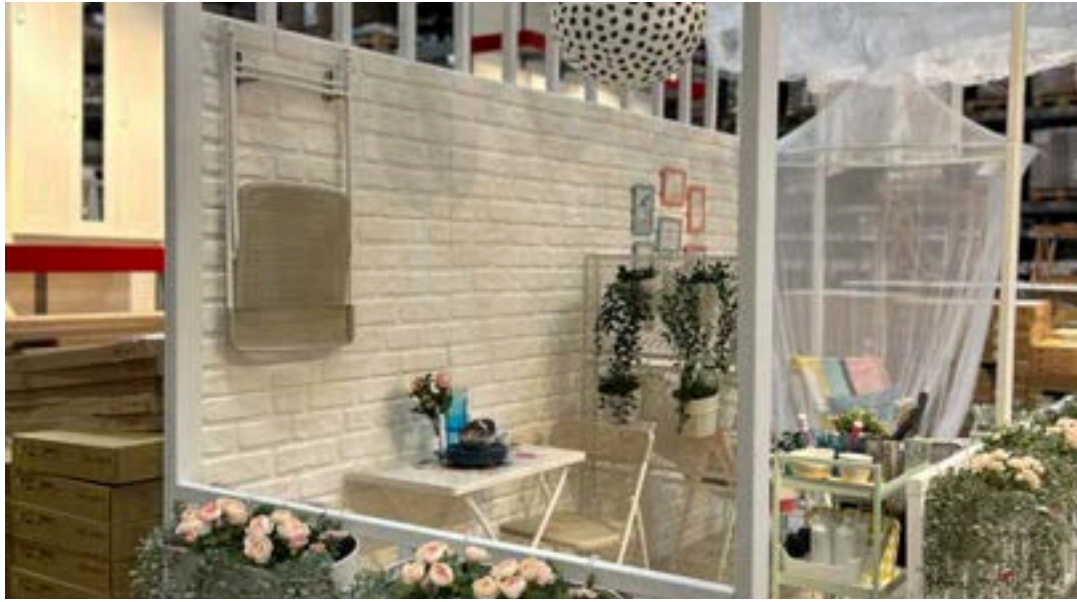


Activities: Preparing breakfast on the balcony and enjoying time on the balcony with the family.

Display Technique: Function







Sustainability Projects

KNOPARE hook

BRAND

IKEA

YEAR

2023

ROLE

Concept Development
Sustainable Product Storytelling
Spatial Display Design
Material Selection & Styling
Visual Merchandising Application
On-site Implementation

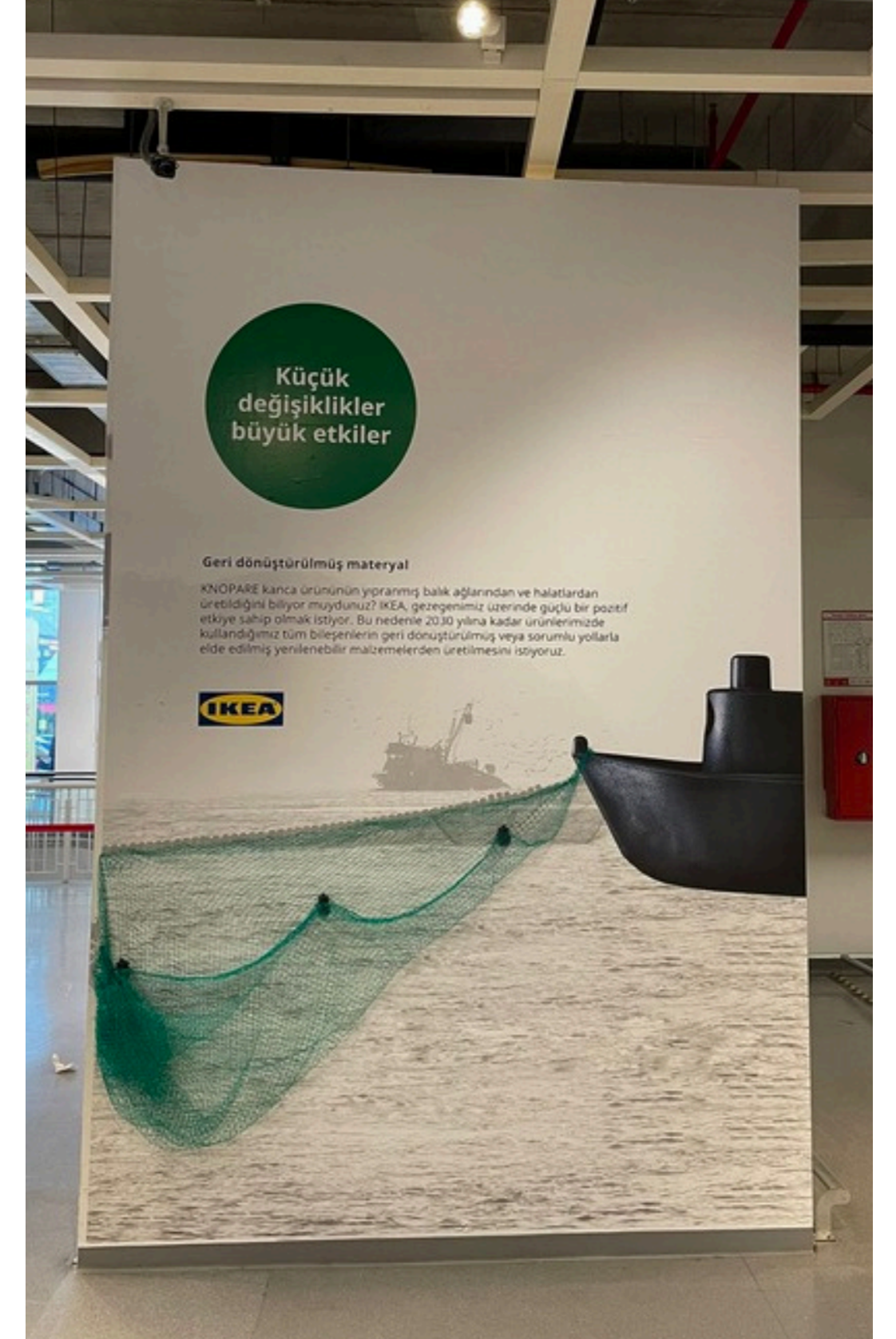
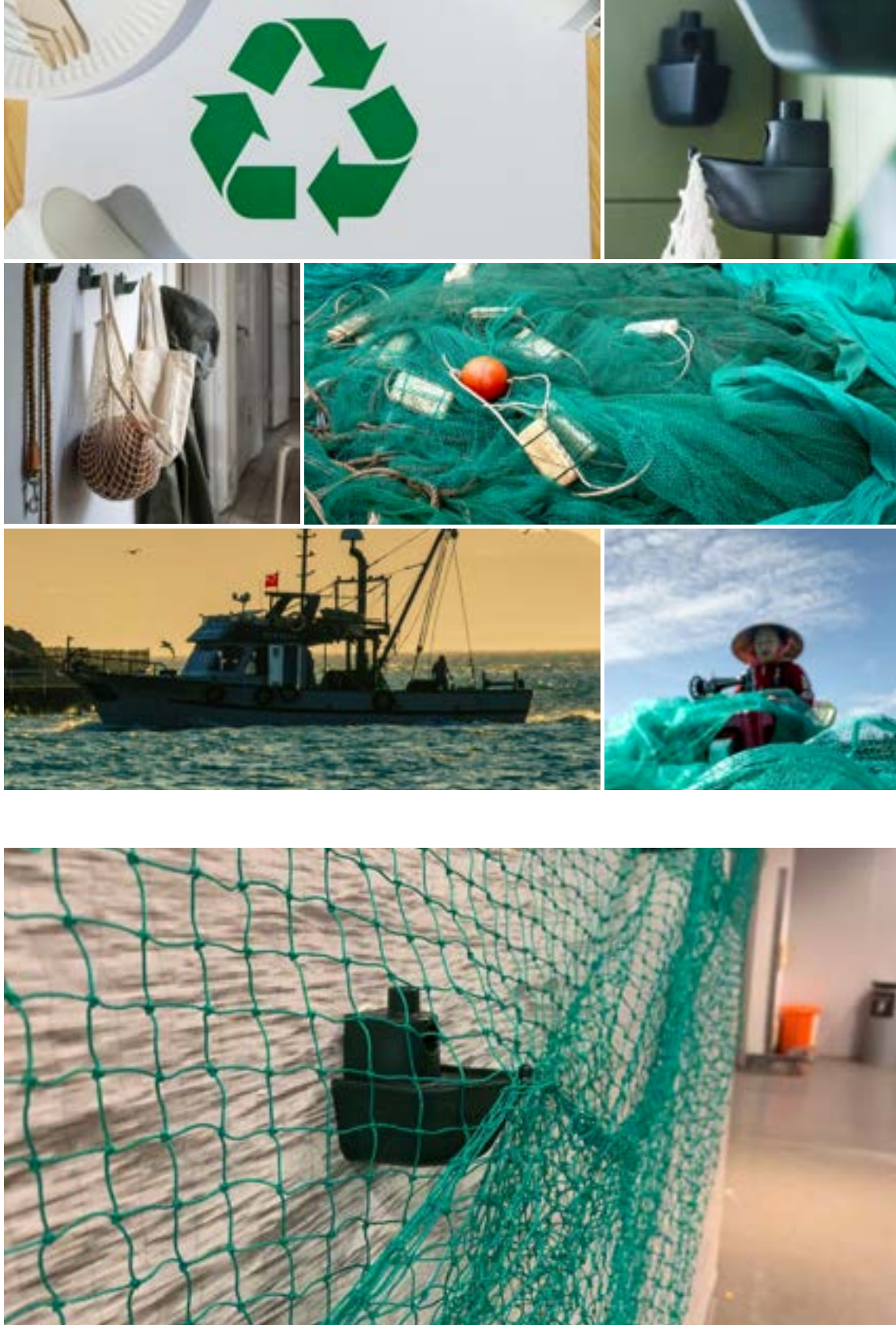


CONCEPT

This project was designed to turn the sustainability story of the KNOPARE hook, made from recycled fishing nets and ropes, into a three-dimensional experience rather than a simple informational graphic.

The connection between the sea, the fishing net, and the product was strengthened through the use of physical materials, making the product's origin and environmental message more visible. The real net texture, combined with the wall graphic, created a strong visual focus that invited customers to pause, come closer, and engage with the story behind the product.

VISUAL IDENTITY



Sustainability Projects

HÅLLBAR podium

BRAND

IKEA

YEAR

2022

ROLE

Concept Development
Sustainable Product Storytelling
Spatial Display Design
Material Selection & Styling
Visual Merchandising Application
On-site Implementation



CONCEPT

This project was designed to make the sustainability message of the HÅLLBAR waste sorting series clearer and more visible in the store. The products were presented as a practical system that supports waste sorting at home and encourages more sustainable everyday habits.

The OSB podium supported the theme of recycling and reuse with its raw and natural material language. By staging different waste types together with the products, the display helped customers understand HÅLLBAR through a real-life usage scenario.

VISUAL IDENTITY



Statement Wall Execution

X-Mas New Year

BRAND

IKEA

YEAR

2025

ROLE

Concept Development
Spatial Planning & Zoning
Customer Flow Design
Visual Merchandising Strategy
On-site Implementation

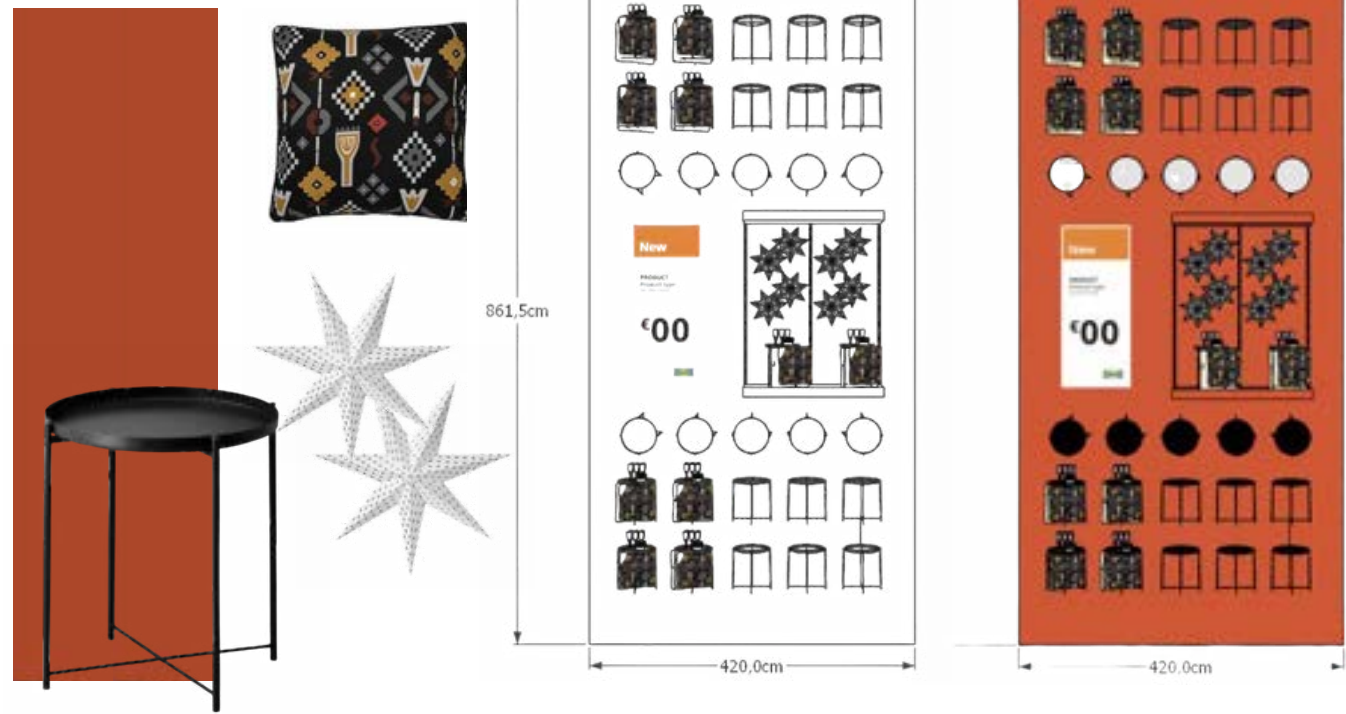


CONCEPT

This project was designed to turn IKEA's low-price New Year offer into a strong and visible entrance message. Positioned as the first point of contact at the store entrance, the statement wall aimed to communicate the festive atmosphere in a warm, inviting, and accessible way.

The bold terracotta background supported the warmth and energy of the season, while the GLADOM tray table, textiles, lighting, and table accessories were displayed in a rhythmic order through repetition. This repeated product placement strengthened the price message and offered customers practical, inspiring New Year ideas that could easily be applied at home.

VISUAL IDENTITY



Key Words: Home Celebration, Warm Contrast, New Year Atmosphere, Organized Living, Inviting
Activities: New Year & In-store 'Low Price' offering inspired by the New Year atmosphere in IKEA stores”
Style Group: International Modern
Display Technique: Repetition



Statement Wall Execution

Back to School & Work

BRAND

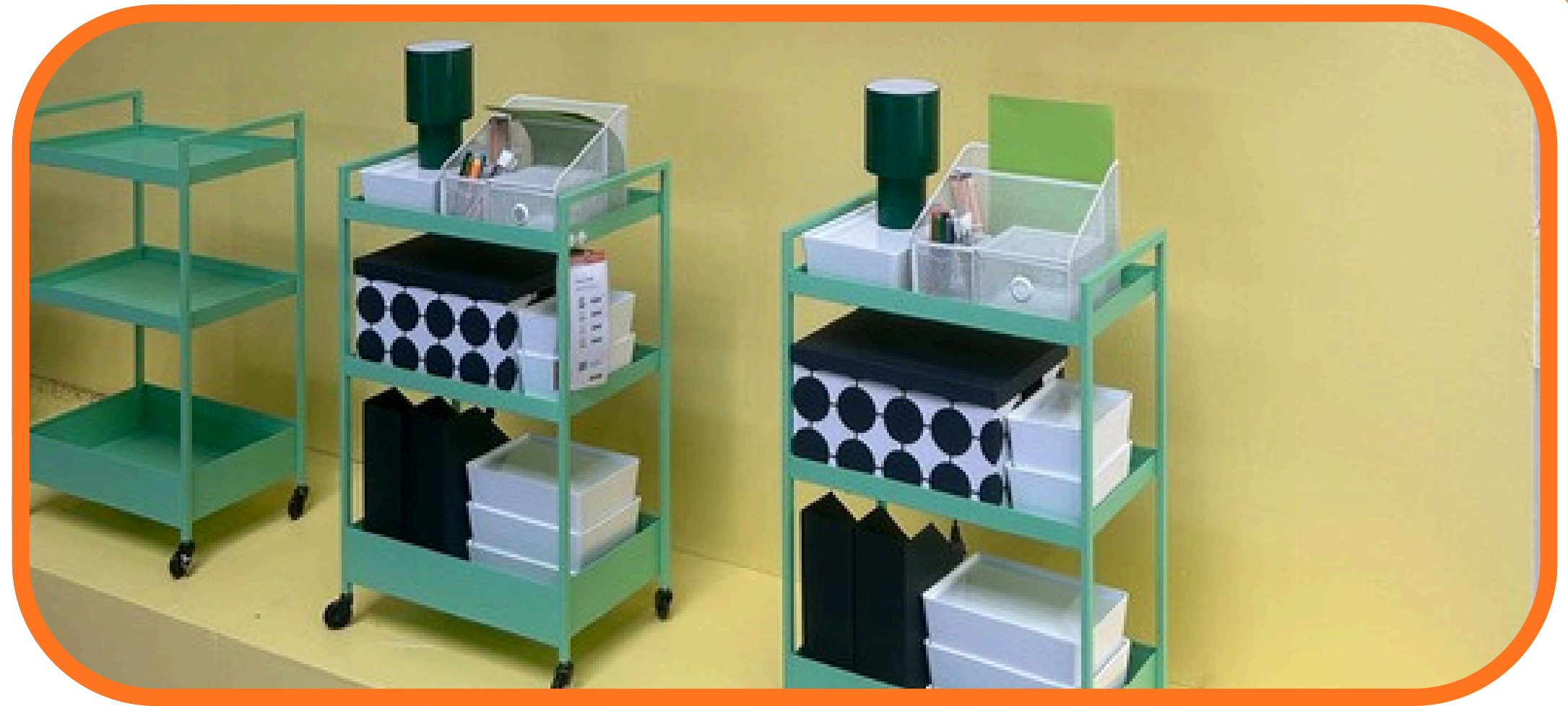
IKEA

YEAR

2025

ROLE

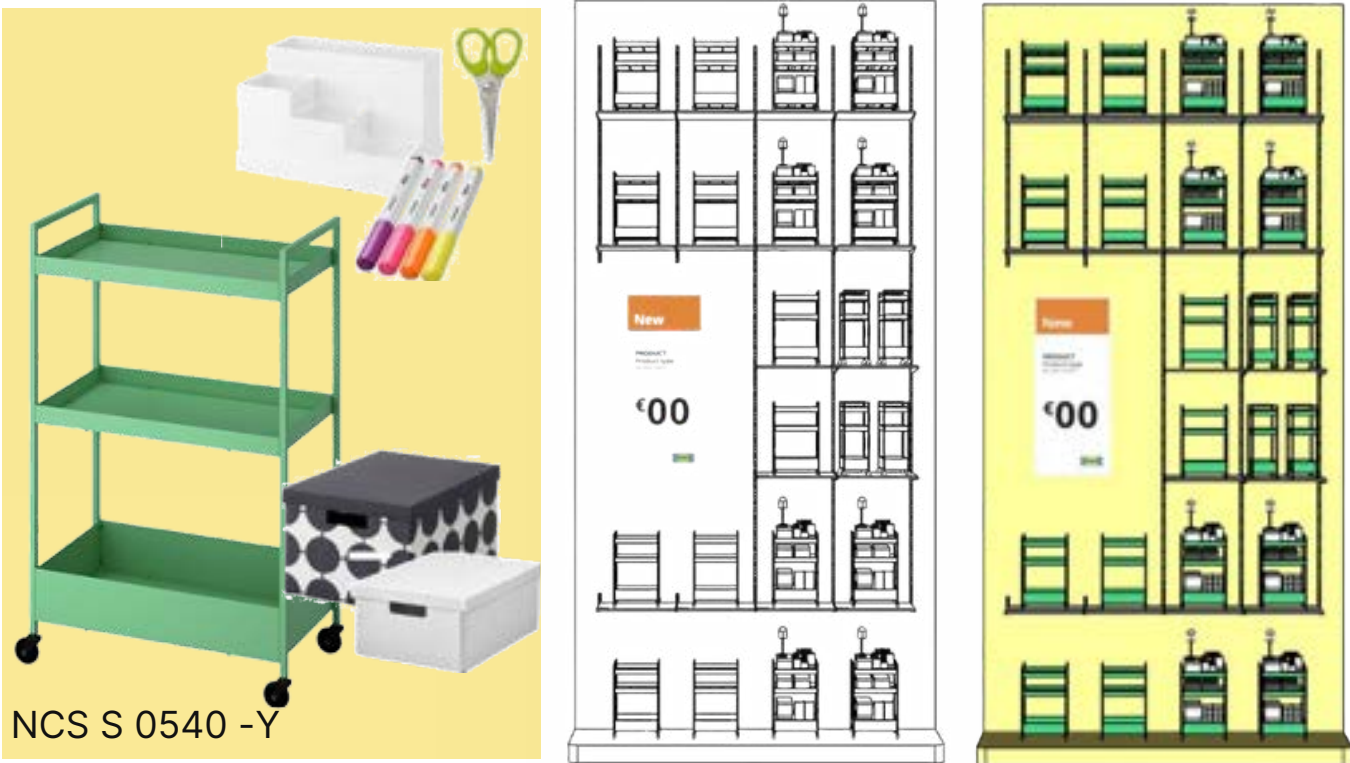
Concept Development
Spatial Planning & Zoning
Customer Flow Design
Visual Merchandising Strategy
On-site Implementation



CONCEPT

This project was designed to highlight the NISSAFORS trolley as a flexible and mobile organization solution for the Back to School period, supporting study areas and everyday home organization. A strong visual rhythm was created on the statement wall through repetition. The contrast between the light yellow background and the mint green product color created a fresh and eye-catching effect at the store entrance. Boxes, desk organizers, lighting, and stationery products were used to show different usage scenarios of the trolley. In this way, the product was presented not only as a storage item, but as part of a complete living idea connected to school, work, and home organization.

VISUAL IDENTITY



Key Words: Optimistic,Fun, Curious, Relaxed, Practical Solutions
Activities: Back to School organization, creating a flexible and functional setup for study, work and everyday storage.
Style Group: International Modern
Display Technique: Repetition



Educational Projects

CRATE & BARREL - MAVİ - MUGUET -TWIST

BRAND

- Mimar Sinan Güzel Sanatlar Üniversitesi
Sürekli Eğitim Merkezi (MSGSÜ SEM)
- İstanbul Moda Akademisi (İMA)

YEAR

- 2025 MSGSÜ SEM
- 2024 İMA

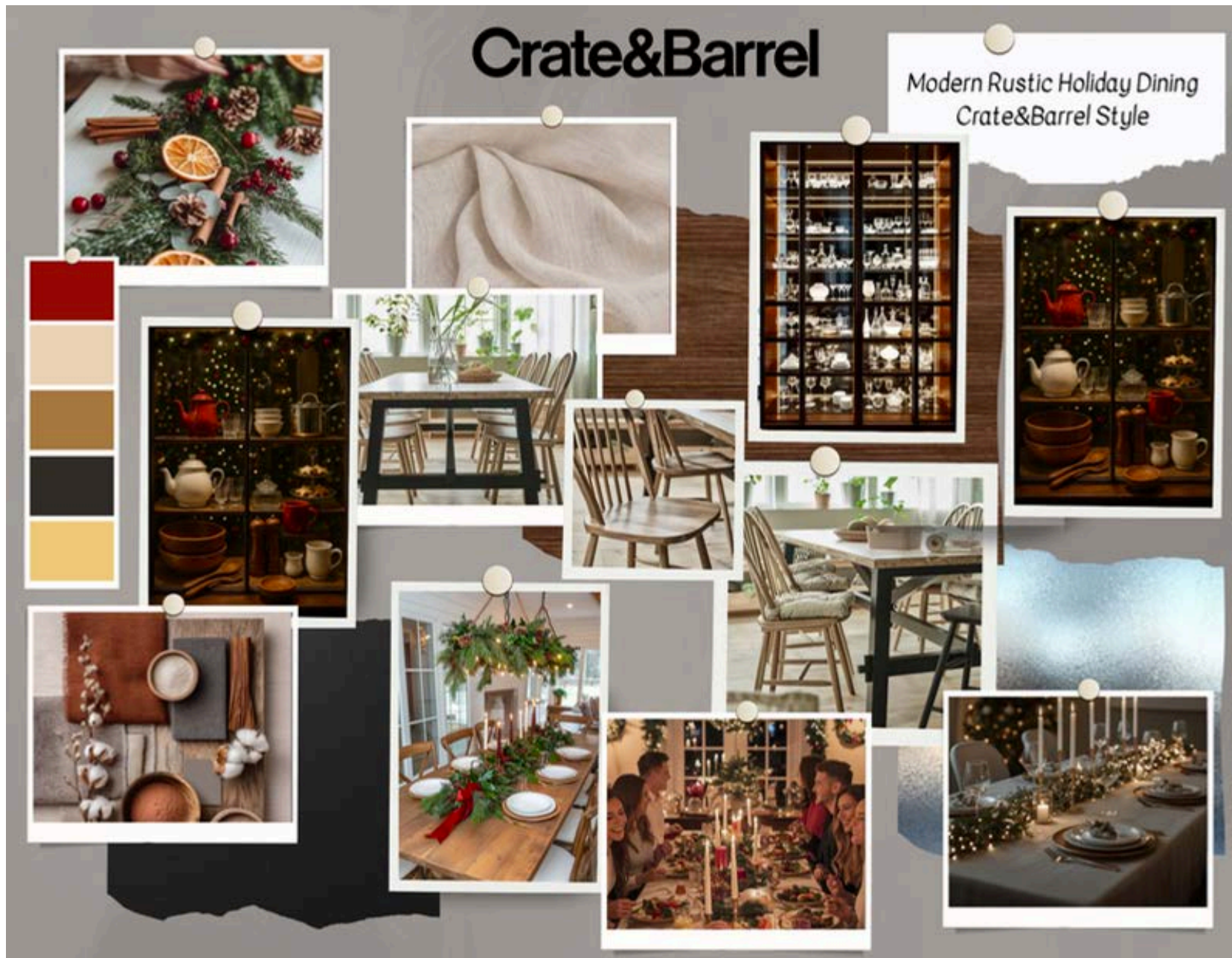
ROLE

Concept Development
Visual Merchandising Design
Window Display Design
Product Styling
Moodboard & Material Selection
Team Project Collaboration — TWIST

COURSE CERTIFICATES



VISUAL IDENTITY

Christmas Window Display

This project was developed as part of the Visual Merchandising & Store Design program at MSGSÜ SEM.

For the Christmas window design brief, I selected Crate & Barrel and built the concept around holiday dining, long tables, and the feeling of coming together. The window was designed as a modern rustic dining scene, using wood textures, linen surfaces, glass, metal details, and warm lighting to reflect the brand's timeless and inviting atmosphere. Through the table setting, product placement, and symmetrical cabinet composition, the aim was to present a warm and elegant idea for celebrating the New Year at home.



Window Dimensions: 500 x 200 x 300 cm

Story: Celebrating the New Year, exchanging gifts, coming together, long festive tables, and a sense of togetherness.

**Day View:**

Highlights the product layout, material palette, and modern rustic dining concept in a clear daylight setting.

**Evening View:**

Focuses on warm lighting, festive details, and the emotional atmosphere of a Christmas gathering.

VISUAL IDENTITY

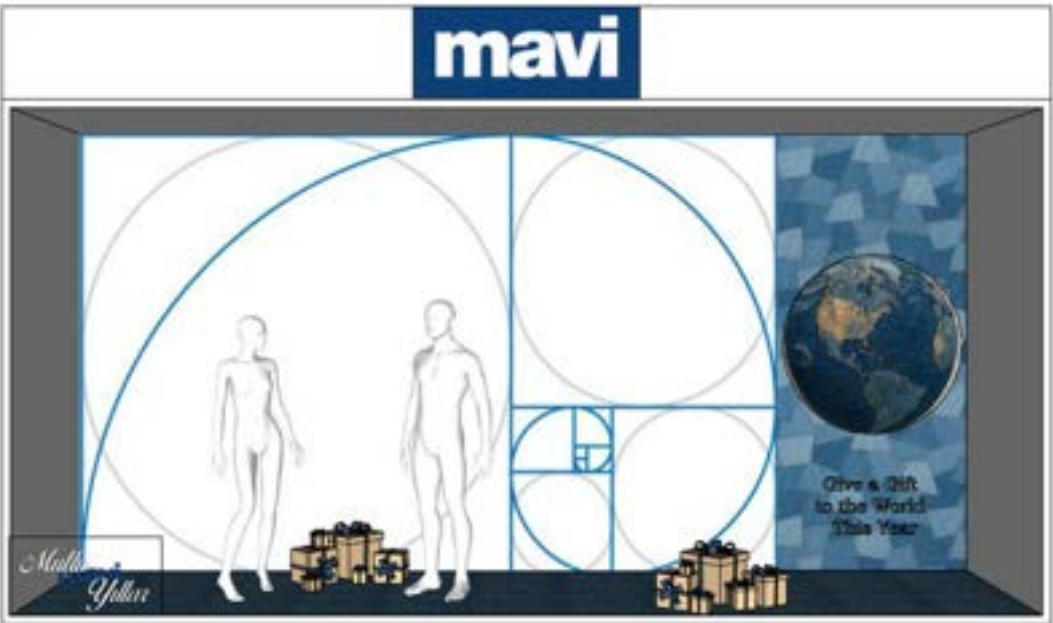


Sustainable Christmas Window Display Project

This project was developed as part of the Visual Merchandising & Store Design program at MSGSÜ SEM. For the sustainable Christmas window design brief, I selected Mavi and built the concept around the idea of giving a gift to the world.

The window was designed with upcycled denim as the main visual language. Denim waste, patchwork surfaces, fabric strips, and recycled cotton were used to create a layered blue landscape. The Christmas tree, globe, gift packages, and background composition were all connected through the denim story, turning the window into a sustainable New Year scene.

The aim was to combine Mavi’s denim identity with a sustainable New Year message, creating a window that feels both festive and responsible.





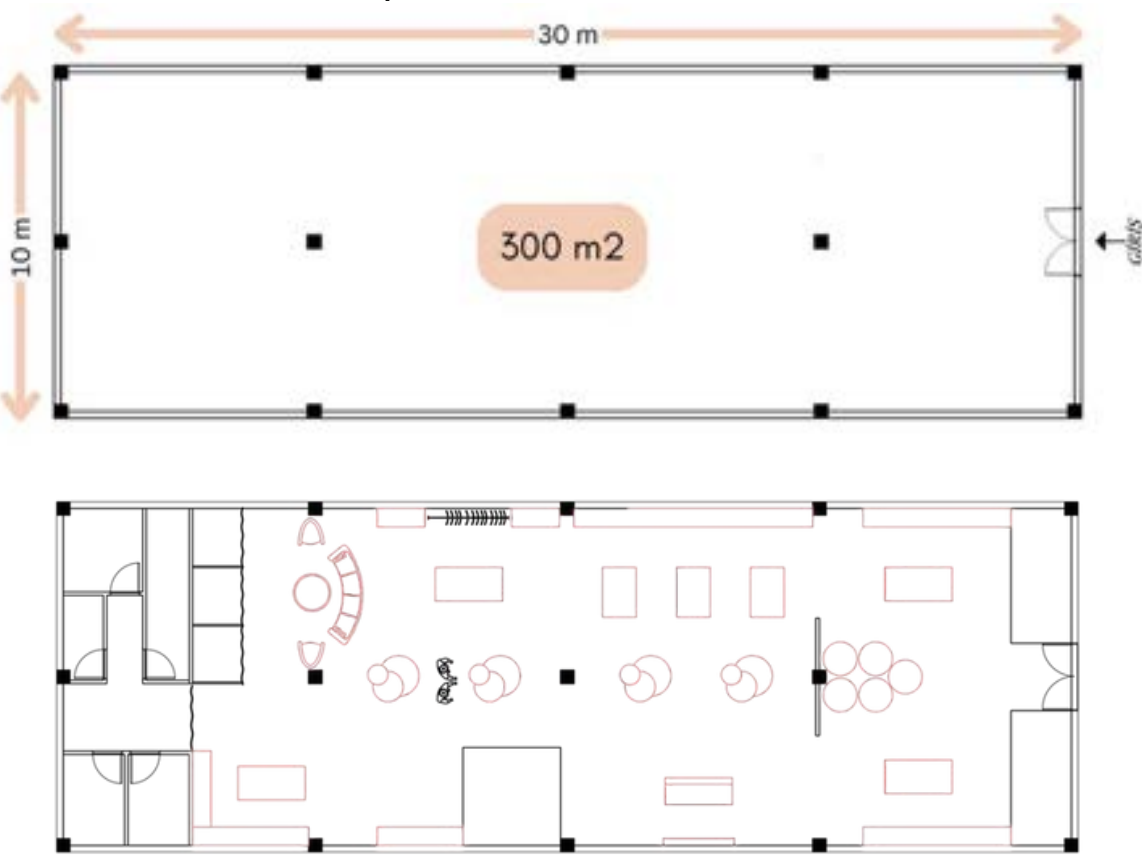
Final Window Display

A denim-based Christmas window designed to communicate Mavi's sustainability message through recycled materials, layered textures, and strong storefront impact.

VISUAL IDENTITY



MUGUET store inspiration board



MUGUET Store Design Project

This project was developed as part of the Visual Merchandising & Store Design program at MSGSÜ SEM, focusing on reimagining the existing Polo Garage building on Bağdat Avenue for the MUGUET brand. The aim was to reflect the brand's simple, natural, and timeless identity through the store atmosphere, customer flow, material language, and product presentations.

Homewear, home textiles, signature products, and the personalization area were planned as separate but connected zones within the store. The window display, outdoor coffee cart, oversized wooden hanger display, collage stand, fitting area, and cash desk back wall were designed to let customers experience the brand step by step.

Wood textures, linen and sheer fabric effects, light neutral tones, stone/marble-like surfaces, and warm lighting were used to create a calm, natural, and tactile atmosphere. In this project, I focused on combining interior architecture and visual merchandising decisions to design a complete store experience where the product story is readable and the customer is encouraged to spend more time in the space.

Product Categories
MUGUET

HOME & LOUNGEWEAR – WOMEN

- House dresses (cotton, viscose, linen)
- Pajama sets
- Long / short sleeve
- Solid color / minimal pattern
- Lounge sets
- Top + bottom combinations
- Relaxed-fit tops
- T-shirt
- Lightweight sweatshirt
- Bottom wear
- Relaxed trousers
- Shorts
- Lightweight knit loungewear
- Cardigan
- Vest

Note: Hanging, folded display, and set combinations should be presented together.

BATH & SPA PRODUCTS

- Towel sets
- Bathrobe
- Soaps (natural / aromatic)
- Bathroom accessories
- Soap dish
- Tray
- Brush

ACCESSORIES

- Shawl & scarf
- Fabric / linen bag
- Pouch & clutch
- Minimal jewelry
- Earrings
- Necklace
- Bracelet

SCENT & SENSORY PRODUCTS

- Scented candles
- Reed diffuser
- Room sprays
- Incense & incense holder
- Essential oil (selected)

HOME DECORATION

- Ceramic vases
- Candle holders
- Decorative bowls
- Glass objects
- Wooden accessories
- Minimal wall objects / small artworks

HOME TEXTILES

- Cushions & pillow covers
- Blanket & throw
- Bedspread
- Tablecloth & runner
- Kitchen towels



MUGUET SIGNATURE PRODUCTS

- MUGUET-labeled candle & scent collection
- Special patterned textiles
- Ceramics produced exclusively for MUGUET
- Limited edition loungewear pieces
- Seasonal signature products

GIFT SET PRODUCTS

- Home gift sets
- Spa sets
- Loungewear + accessory sets
- Seasonal special boxes
- Special occasion themed sets





VISUAL IDENTITY



TWIST Window Display Project

This project was developed as a group work for the TWIST brand as part of the Window Display Design course at İstanbul Moda Akademisi. The concept started from combining the brand's young, free-spirited and urban attitude with the energy of a festival.

Inspired by the Coachella atmosphere, the window was designed as a lively scene with bold colors, a graffiti-inspired back wall, green flooring and eye-catching decorative forms. Through mannequin styling and accessory use, the products were presented not only as displayed pieces, but as part of a style shaped by the festival mood.

The aim was to bring TWIST's energetic and confident brand language into the window, while creating a young, free and dynamic festival story for the customer.



Mannequin Styling





Girl's and Boy's Room, Germany

BRAND

ERDEM HOME

YEAR

2019

ROLE

Interior Architect
Concept Design
Mood Board Development
Furniture & Fabric Selection



CONCEPT

This project is a mood board study for two children's rooms designed for a family living in Germany. Each room was shaped around a different story, taking the children's interests and daily needs into consideration.

The boy's room creates a strong and dynamic atmosphere through a Batman theme, while the girl's room follows a softer, more classic and fairy-tale-like princess concept. Furniture, fabric and accessory selections were planned to support the individual character of each room.



X-Mas New Year Coordination Area

BRAND

IKEA

YEAR

2023

ROLE

Concept Development
Spatial Planning & Zoning
Customer Flow Design
Visual Merchandising Strategy
On-site Implementation



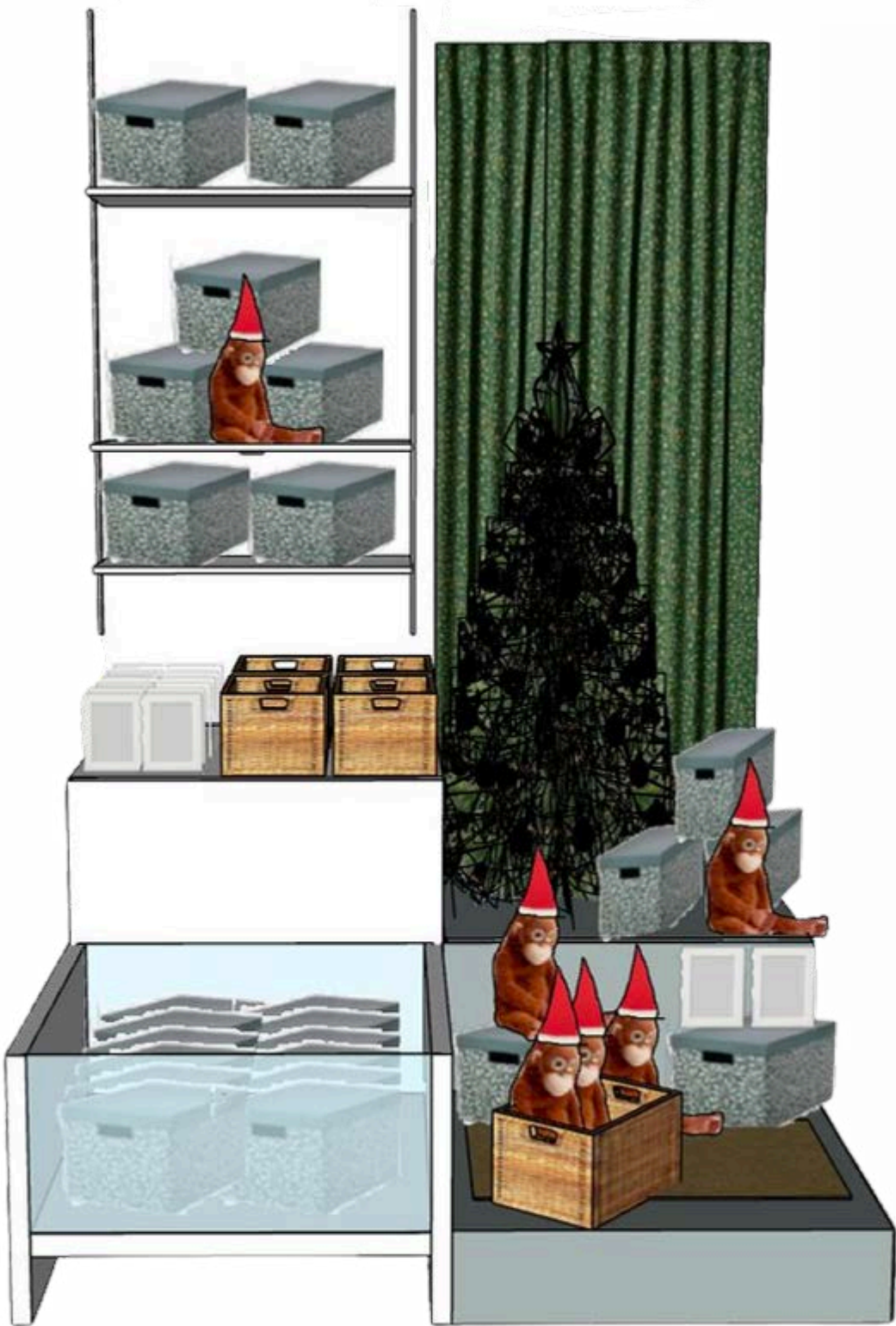
CONCEPT

This coordination area was designed around the idea of gift-giving during the holiday season while introducing new seasonal products. The STUTERI storage box was selected as the key product and presented not only as a storage solution, but also as a gift box, decorative element, and part of an organized home. Patterned green surfaces, a white Christmas tree, gold ornaments, and natural woven baskets were combined to create a warm yet organized seasonal atmosphere. Products were displayed at different heights and in layered compositions to strengthen product visibility while offering customers an inspiring and easily adaptable gift-giving and home organization idea.

VISUAL IDENTITY



Key Words: Gifting, Seasonal, Organization, Storage,
Activities: Exchanging gifts at New Year's
Style Group: Scandinav Traditional
Display Technique: Collage





Summer Activity Podium

BRAND

IKEA

YEAR

2023

ROLE

Concept Development
Spatial Planning & Zoning
Customer Flow Design
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On-site Implementation



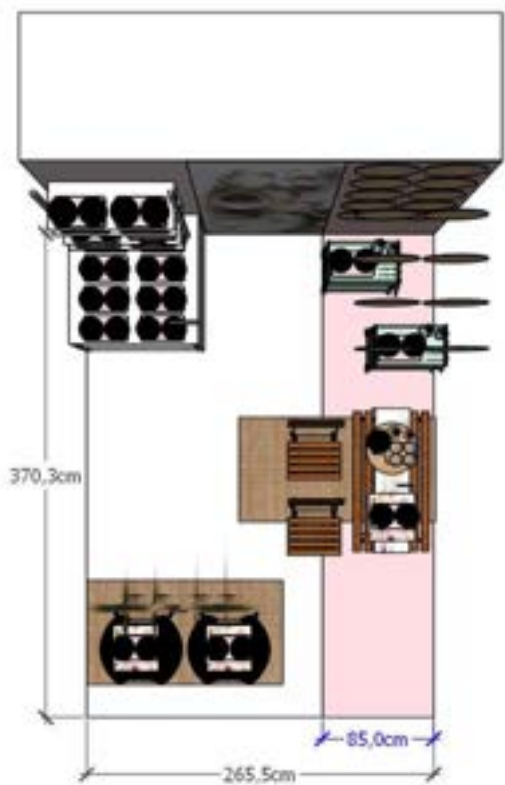
CONCEPT

This project was developed as an activity podium to bring a seasonal feeling into the dining area. The FÄRGKLAR plate series was selected as the key product and presented within a light, fresh, and summery dining setup suitable for everyday use. Soft pink and light blue tones, woven textures, wooden surfaces, and greenery were used to create a warm and inviting atmosphere. The table setting, shelf layout, trolley display, and wall composition were considered together to offer customers an easy-to-adapt dining area idea for their own homes. My aim in this project was to make the color and form of FÄRGKLAR more visible within a seasonal story, supported by complementary accessories.

VISUAL IDENTITY



Key Words: Summer, Dining, Pastel, Woven, Freshness
Activities: Fresh summer dining setup with coordinated tableware, natural textures, and seasonal accessories.
Style Group: International Modern
Display Technique: Collage





Thank You

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