



Ayse Birsal

Award-winning designer, co-founder of Birsal + Seck and author of Design the Life You Love

The co-founder and Creative Director of Birsal + Seck, Ayse Birsal designs award-winning products and systems with Fortune 100 and 500 companies, including Amazon, Colgate-Palmolive, Herman Miller, GE, IKEA, Philips, Staples, and Toyota. She is the author of *Design the Life You Love*, a guide that teaches how to create a meaningful life using design processes.

Ayse's biography

Identified by Fast Company as one of the world's most creative people and by [Thinkers50](#) as one of 30 [management](#) thinkers most likely to shape the future of organizations, Ayse Birsal is the co-founder and Creative Director of Birsal + Seck, a design and [innovation](#) studio.

Ayse Birsal keynote speaker

A charming and creative speaker, Birsal delivers informative, entertaining lectures that completely change audiences' attitudes towards their career, work process and lifestyle. She teaches people that if they have the drive to consider their lives from a new point of view, think about it proactively and change it creatively, then they have the materials to design the life they love.

Awards and accolades

Birsal is the recipient of numerous awards, including IDEA (Industrial Design Excellence Awards) Gold Awards, Best of NeoCon Gold Awards, the Young Designers Award from the Brooklyn Museum of Art and the Athena Award for Excellence in Furniture Design from the Rhode Island School of Design. She was named one of Fast Company's Most Creative People in 2017 and was chosen as one of the Marshall Goldsmith 100 Coaches in 2016. She is a TEDx speaker and her work can be found in the permanent collections of the MoMA, Cooper Hewitt National Design Museum and the Philadelphia Museum of Art. She also writes a weekly article on innovation for Inc.

Further information

Born in Izmir, Turkey, Birsal came to the US to attend the Pratt Institute in Brooklyn, NY, on a Fulbright Scholarship. Since then she has called New York her home and currently lives there with her husband

and partner, Bibi Seck, and their three children, who continue to inspire her life's design.

Ayse's talks

- **Design the Life You Love**

Ayse Birsel believes that your life is your greatest project. In her talks, she teaches her Deconstruction:Reconstruction™ process, showing audiences how to think like a designer with empathy, creativity, and optimism to create a more meaningful life. Using interactive exercises and engaging examples from her own work and that of architects, artists, fashion designers, chefs, technologist and others, Birsel teaches audiences how to identify their constraints and opportunities, shift their point-of-view to discover their values and priorities, and express their life design through modeling, prototyping, collaboration and visualization. These sessions, which come in keynote, lecture, masterclass, and workshop formats, can be tailored easily to adapt to the size and background of your audience.

- **Design the Work You Love**

A big part of life is work. In this talk, Birsel uses the principles from her Deconstruction:Reconstruction™ design process, to teach individuals, teams and corporations how to design work processes and environments they will love and thrive in. This talk is for high-performing leaders and teams seeking to use design process and a human-centered approach in order to achieve greater engagement in times of change, align around a shared vision, and develop a meaningful connection with their team.

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