

## **Osman Esad Hoşbak**

*Coffee & Product Builder*

Istanbul, Türkiye | byesad@gmail.com

I combine coffee culture with digital product development. I work across retail, software, and brand development — creating projects that connect physical space with digital experience.

### **Experience**

dase coffee — Founder (2025 – )

- Brand and concept development
- Business model and operational planning
- Community and event strategy

Minoa Bookstore — Cashier (07.2024 – 03.2025)

- Operations within a café & bookstore environment
- Daily workflow and customer experience management

Parsa Coffee Roasters — Barista (2023 – 2024)

Espressolab Harbiye — Barista (05.2023 – 06.2023)

Pixel Digital Art — Co-founder / App Developer (2014 – 2025)

- Mobile app development (Swift, Flutter, React Native)
- Product development and project management
- Data analysis and digital marketing
- End-to-end product lifecycle execution

Seçkin Kitap Kirtasiye (Family Business) — Marketing & Sales (2013 – 2022)

- Retail operations, supply and inventory management
- Sales and customer relations
- Long-term hands-on business experience

### **Education**

Management Information Systems — Anadolu University

Computer Education — Istanbul Aydın University

Web Design & Coding — Anadolu University

### **Coffee Training**

MSA — Barista Training

USLA — Coffee / Barista Training

### **Focus Areas**

Entrepreneurship · Retail Management · Product Development · Mobile Applications · Digital Marketing · Data Analysis · Coffee Culture · Brand Building