“Engineering gives you an amazing skillset, a way of thinking, a way of adapting to changes and being able to morph into different things.”

I was used to. It wasn’t like the art hanging in the Museum of Fine Arts,” Ozguc recalls. (And although her newfound passion for technology and engineering moved her career forward, she always maintained her love of the fine arts—she collected Japanese art prints and became an amateur photographer.)

After two years of technical engineering at Mitsubishi, she moved on to applications engineering and then technical marketing. “Technical marketing for semiconductors is not like writing press releases; it’s still very technical,” she explains. “It’s about where the market is going, what you need to do to be competitive, what kind of cells you need to develop for your semiconductors. It was still using my engineering background even though I wasn’t designing semiconductors anymore.”

It was when Ozguc began moving into the start-up space in 2003 that she was able to finally move toward a career that melded engineering and art. One of the latest of several start-ups that she cofounded was a company that specialized in developing mobile apps for the social photo-sharing segment. Ozguc helped specify not only the look and feel of the app, but also all of the technical aspects. She also noted that in the start-up world, employees need to contribute to all aspects of the business, so, in addition to many other tasks, she was also curating the social media content for her start-up company. Since dipping her toe into start-ups, Ozguc has now completely immersed herself in that world and enjoys the fast pace, accelerated business plans, and the excitement of creating a new product that consumers will love.

“I really credit LEAP and the type of training that I received in the program for helping me make all of those transitions in my career from art history to semiconductors to applications engineering to technical marketing then into the mobile app space,” she says. “Engineering gives you an amazing skillset, a way of thinking, a way of adapting to changes and being able to morph into different things.”

Ozguc has always been a proponent of building a career where she could combine both her appreciation of art and her talent for engineering, her most recent business endeavor, Through My Eyes Media, is the closest she has gotten to fully intertwining the two. The brand-new consulting company will focus on curating social media content for individuals and businesses with a concentration on developing engaging Instagram accounts for clients.

“Instagram is the new web homepage,” Ozguc says. “As a business, if you don’t have a compelling Instagram feed, somebody is not going to use your company. And it has to be something that speaks to them and not just an arbitrary collection of photos.”

Through interviews, she gains an understanding of how clients want their brand to be portrayed and then uses her expertise in marketing, consulting and photography to create an online presence for the clients.

“I think a lot of companies—especially start-ups—try to do too much,” she says. “I always ask companies who their target market is to help them focus on what the market wants and then lead them to translating that into their technology. And I think those types of questions can come from what I learned through the discipline of engineering because it’s a very methodical and strategic way of thinking.”

Ozguc sometimes calls herself a Renaissance woman, after an era she sees as reflecting her life’s goal of “a masterful blend of art and science.” And she’s proven that she can translate her skillset across industries and disciplines.

“I started in the arts at BU as an undergraduate,” she says. “When you come from a completely different background like that and then are able to learn engineering through LEAP, that jump gives you the confidence to say, ‘I can do that’ to just about anything.”