

# Kursat Ozenc

AI Designer, Human–AI Collaboration, Workplace Transformation

he/him  
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With experience in design, innovation, and leadership, I have led UX strategy, directed AI product design, and promoted design-driven cultures across various organizations. My expertise includes product design, UX strategy, service design, and building culture within teams and organizations.

## WORK EXPERIENCE

### JPMorgan Chase

Palo Alto | 02/2024 - Present

#### Executive Design Director

- 0-1 Product Innovation: Spearhead UX strategy for a B2B digital wallet product, from discovery to design
- High-Impact Partnership: Led product discovery research and concept testing, securing a critical partnership with an ERP provider-unlocking a \$500MM business opportunity.
- Team Leadership: Oversee the design efforts of a growing innovation team; nurture emerging talent; foster a design-driven culture.

### Stanford d.school (Institute of Design)

Palo Alto | 02/2014 - Present

#### Lecturer

- Teaching & Thought Leadership: Instructed over 400 students (graduate and undergraduate) in design thinking, creativity, and prototyping.
- Authorship & Influence: Authored Rituals for Virtual Meetings and Rituals for Work (Wiley, 20K+ in sales, 4.2+ Amazon rating), establishing thought leadership on team culture and collaboration.

### JPMorgan Chase

Palo Alto | 09/2021 - 01/2024

#### VP of Design

- Early Product Discovery: Conducted in-depth interviews and validated digital banking platform product with 70+ startup founders to inform product strategy, directly influencing a \$150M investment decision.
- Strategic Alignment: Collaborated with executives and cross-functional leads to integrate design insights into the business roadmap for the new digital banking platform.

## EDUCATION

### Ph.D. in Interaction Design

Carnegie Mellon University

GPA: 3.94

### M.F.A. in Visual Communication Design

Sabanci University

Istanbul, Turkiye

### Bachelors in Industrial Product Design

Middle East Technical University

Ankara, Turkiye

## SKILLS

- 0-1 Product Innovation
- Concept to execution
- Conversational AI
- Experience Design
- Integrating AI/ML in user experiences
- Interaction Design
- Personas
- Prototyping
- Qualitative Research Methodologies
- Service Blueprints
- Service Design
- Stakeholder Mapping
- Storytelling
- Systems thinking
- Typography
- UI Design
- User-Centered Design
- User Flows
- User Journeys
- UX Strategy
- Visual Design

## SAP Labs

Palo Alto | 11/2015 - 09/2021

### Design Director

- ML Integration: Designed a machine learning app for a Fortune 500 client, enhancing inventory allocation predictions by 30%.
- Innovation Enablement: Developed a human-centered design toolkit, rolled out to 437,000 SAP customers globally, embedding design thinking within enterprises.
- Culture of Innovation: Spearheaded internal innovation programming to cultivate design-driven mindsets across product teams.

### Senior UX Designer

- Service Design Transformation: Introduced service design methodologies to optimize internal tool landscapes, streamlining workflows across multiple tools.
- Scalable Solutions: Designed an email engagement tool adopted by community leaders of 80,000 SAP employees, significantly improving cross-team communication.

## Autodesk

San Francisco | 10/2011 - 09/2015

### Senior UX Designer

- End-to-End UX Delivery: Owned data import workflows for Autodesk InfraWorks, boosting usability and user satisfaction through iterative prototyping and testing.
- Platform-Wide Impact: Co-developed the notification architecture for the InfraWorks platform experience, unifying alert systems across product components.

## CERTIFICATIONS

### Design thinking facilitator

Lume Design Institute

→ Wireframing

→ Writing

## Leadership

- Cross-functional leadership
- Design Leadership & Mentorship
- Design Thinking & Facilitation
- Mentoring emerging designers
- Org Culture Design
- Shaping design cultures
- Stakeholder Management

## Tools

- Adobe Creative Suite
- Figma
- Framer
- Miro

## VOLUNTEERING & LEADERSHIP

### Springtide Research Institute

01/2021 - 12/2023

Board Member

Supported organizational strategy, advised on research initiatives, and championed user-centered approaches for community impact.

## PUBLICATIONS

### Rituals For Virtual Meetings |

01/2021

Wiley

Provides practical insights and rituals for nurturing virtual team culture and energy.

### Rituals For Work | 03/2019

Wiley

50 team practices to improve team and organizational culture