

Experience

VP of Design

J.P.Morgan Chase, Palo Alto, Sept 2021- Present

- Led design of payment solution for B2B marketplaces
- Led UX strategy on startups that helped define the new client platform for the Commercial Banking
- Redesigned digital customer onboarding that reduced time from 3 weeks to under 24 hours

Lecturer

Stanford d.school, Nov 2015- Current

- Taught classes on interaction, service and culture design
- Authored Rituals for Virtual Meetings (Wiley, 2021), and Rituals for Work (Wiley, 2019)

Design Director

SAP Labs, Palo Alto, March 2020- Sept 2021

- Led design of machine learning app on SAP system that increased prediction of inventory allocation by 30%
- Led culture program and development of innovation toolkit to enable design thinking for SAP customers

Strategic Design Consultant

SAP Labs, Palo Alto, May 2018- Feb 2020

- Led co-design of custom applications with SAP customers to extend capabilities of SAP's Business Technology Platform

Senior UX Design Specialist

SAP Labs, Palo Alto, Nov 2015- April 2018

- Designed user experience of a widely used internal tool for measuring employees' e-mail engagement

Senior UX Designer

Autodesk, San Francisco, Oct 2011- Sept 2015

- Product design for Autodesk InfraWorks
Led design and user research for data import workflows
- UX Framework Design for InfraWorks Platform Product
Co-developed notification architecture
- Autodesk Design Patterns Development, Autodesk Human Interface Guidelines Led a team of five designers for pattern development

Education

Ph.D. Design

Carnegie Mellon University, Pittsburgh, PA

M.F.A. Visual Communication Design

Sabanci University, Istanbul, Türkiye

B.I.D. Industrial Design

Middle East Technical University, Ankara, Türkiye

Expertise

User Experience
Product Design
Interaction Design
Design Research
Service Design
Culture Design

Skills

UX Strategy and Research

Interviews, Persona, Stakeholder map
Customer Insights, Service Blueprints,
End to End User Journey Maps

Product design

User flows, Wire framing, Prototyping,
User Scenarios, User stories,
Visual design

Stakeholder Management

Design direction, Cross-functional
collaboration, Presentation

Leadership

Storytelling, Culture building, Team
management, Written communication

Writing

Rituals for Virtual Meetings (Wiley, 2021)

Rituals for Work (Wiley, 2019)

Ritual Design Lab (Medium Publication)