

pelin atasoy

design research & user studies

Schootsestraat 126 5616RG Eindhoven Netherlands
[+31] 6 39 55 16 55 . contact@pelinasoy.com
Nationality : Turkish [with full NL work permit]
References are available upon request



EDUCATION

PhD INDUSTRIAL DESIGN 2004-continued with breaks

Middle East Technical University (METU) Department of Industrial Design, Ankara, Turkey
Integrating User Knowledge into Persuasive Technology Design for the Home Context

MSc. INDUSTRIAL DESIGN 2000 - 2004

METU Department of Industrial Design, Ankara, Turkey

Bachelor of CITY PLANNING 1996 - 2000

METU Department of City Planning and Urban Design, Ankara, Turkey

EMPLOYMENT

RESEARCHER 2002 – 2010

METU/BILTIR – UTEST Product Usability Unit, Ankara, Turkey www.utest.metu.edu.tr

- Conducting **market research**, defining project objectives and project development
- Designing and conducting **contextual research**, **user requirements analysis** and **usability studies** by using a combination of **qualitative** and **quantitative research** techniques, as well as **expert evaluation**
- Conducting user tests both in **controlled lab conditions** and on the **real use context**
- Test design, preparing **lab infrastructure** for tests, **test moderation**
- Defining **product development objectives** and **applicable design recommendations** based on research findings
- **Content development** for interactive material

Took core responsibilities as a researcher in the large scale research projects supported by EU (approx.2 billion €) and Turkish State Planning Organization (approx. 0.5 billion\$) during the establishment phase of the lab.

Took major responsibilities as a member of a team in the product development projects with the **industry partners**, including:

- **ARÇELİK A.S.** Turkey's leading **white goods** producer, has market share at US and European markets [www.arcelik.com.tr]
- **TOFAS (FIAT Turkey)** FIAT's minivan producer, leader of the **automotive market** in Turkey [english.tofas.com.tr]
- **TEMSA A.S.** Turkey's leading bus producer, has market share at European markets [www.temsa.com.tr]

Secondary responsibilities include **event organization**, **database management**, **documentation** and archiving, **preparing project presentations**, **organizing test sessions** and scheduling.

RESEARCH ASSISTANT 2007-2009

METU Industrial Design Department, Ankara, Turkey www.id.metu.edu.tr

Instructed in the **graduate level research and design courses**, mainly on **user research**, **emotional design**, **usability** and **interaction design**. She was also responsible for organizing departmental research events/workshops and mentoring graduate students in their research

CONTENT DEVELOPER - SCENARIO DESIGNER Part Time 2004 - 2005

E-NOCTA Distant Learning Services www.enocta.com

EXPERIENCE

USABILITY ANALYSIS FOR CONSUMER PRODUCTS

Interface Design with Expert Evaluation ARÇELİK Dishwasher Division | 2008

Usability Analysis with Expert Evaluation ARÇELİK Dishwasher Division | 2005

User Research and Usability Testing with Benchmarking Study ARÇELİK Dishwasher Division | 2004

Usability and User Requirements Analysis of Oven Interface TEBA Oven Division | 2003

“Product Safety and Usability Testing” Project Funded by EU 6. Framework “Bridges of Knowledge” Program
METU -TUDelft – Loughborough | 2002-2004

Establishment of Product Safety and Usability Lab Funded by Turkish State Planning Organization 2002 – 2003

USER REQUIREMENTS ANALYSIS - CONTEXTUAL RESEARCH - PERCEIVED QUALITY

Evaluation of Car Interiors Based on User Requirements Lecture & Workshop at Domus Design Academy, Italy | 2010

User Acceptance Model Development & Contextual Research for New Product Concepts ARÇELİK | 2010

User Requirements Analysis & Contextual Research for Dishwasher Rack Design ARÇELİK Dishwasher Div| 2006

User Requirements Analysis & Usability Testing with Benchmarking Study ARÇELİK Washing Machine Div. | 2006

Evaluation of Perceived Quality in Midibus Design TEMSA AS. | 2008-2009

Determinants of Perceived Quality for Minivan Interior - Design Evaluation & User Research TOFAS | 2007

Problem Specification for City Bus Driver Cockpit Design TEMSA AS | 2007

Multi-National Contextual Research to Explore Cultural Differences for Oven Use TEBA Oven Division | 2003

USER CENTERED DESIGN & CONCEPT DEVELOPMENT METHODS AND TOOLS

Teaching Assistant Advanced Project Development in Ind. Design course(METU Graduate Design Studio)| 2007-2009

Guest Lecturer "Usability of Digital Consumer Products" Umeå Institute of Design, Umeå, Sweden | 2007

INTERACTION DESIGN- USER EXPERIENCE DESIGN- DESIGN FOR EMOTION

Teaching Assistant 2007-2009

Designing Interactions course (Designing Interactions MSc . Program METU - TUDelft)

Dimensions of Designing for Emotions course

Models and Methods of Ergonomics course

Guest Lecturer

"Subjective User Assessment & Three Inquiry Methods" Methods for Usability Testing and UCD course, METU Dept. of ID | 2006

"Remarks on a Design Research Experience" Design Research in Action course, METU Dept. of Industrial Design | 2004, 2005, 2007

CONTENT DESIGN

UATEST Website Visual, Database and Content Design | 2010

Home Appliance Accidents Database and "UATEST Electrical Home Appliances Accident Database CD" | 2002 - 2004

LANGUAGE

English: Fluent (TOEFL CBT score: 270) | **Dutch:** Basic | **Italian:** Intermediate

ORGANIZATIONAL

Organization and Moderation of Design Research Seminars weekly, 2007-2009, METU Dept. of Industrial Design

Organization of "Consumer Rights & Protection in Turkey: UTEST Product Usability Unit–Consumer Associations Workshop" | 2004

COMPUTER

Windows OS Office programs, Adobe CS: Illustrator, Photoshop, Flash (basic), CorelDraw, Rhinoceros (basic), Drupal CMS, Wordpress

PUBLICATIONS

2007 **Developing an approach for interaction design of digital consumer products** Paper presented at the Doctoral consortium. Design Inquiries - The Nordic Design Research Conference `07. 27-30 May 2007, Stockholm, Sweden.

2006 **Comparisons between user expectations for products in physical and virtual domains** In Bust, P.D. (ed.), Contemporary Ergonomics 2006, Taylor & Francis, p.149-156 with B.Şener & Ç.Erbug

2006 **User Preferences for Products in Physical and Virtual Domains: A Comparative Study of Audio Players** In de Waard, D., Brookhuis, K.A. and Tofetti, A. (eds.) Development in Human Factors in Transportation, Design and Evaluation, Shaker Publishing, p.213-223. with B.Şener & Ç. Erbug

2005 **Usability Problems in Digital Home Products: An Interactive TV Case Study** HCI International 2005, 11th International Conference on Human-Computer Interaction. July 22–27, 2005, Las Vegas, Nevada USA. MIRA Digital Publishing. with Ç.Erbug

UNPUBLISHED WORK

2006 **Determinants of Interaction Design for Digital Consumer Products** Survey Paper

2006 **An Overview of the Methods for Designing for Emotion** Survey paper

2004 **The Negative Effects of Technology Driven Design on User-Product Interaction and Product Usability** M.Sc. Thesis; with case study on interactive TV broadcast service in the real use context

AWARDS

METU Campus Pedestrian & Bicycle Circulation System Project Idea Competition 1st Prize; Project group of 3 | 2001

700. Ann.of the Establishment of the Ottoman Empire Memorial Park Project Comp. Purchase Prize; Project group of 10 | 2003