



PELIN GULTEKIN

Design Strategy & Research

I believe in the strategic power of design to create change for a meaningful future. I have experience in designing processes to achieve visions beyond products.

I am curious and a fast learner with a keen interest in creativity and discovery. I love observing and understanding people, sense-making and experimentation to create meaningful, pleasant and applicable design solutions.

pelingultekin.com

CONTACT

pelin@pelingultekin.com
De Vriesstraat 75
5612 KH Eindhoven, NL
[+31] 639551655

WORK EXPERIENCE

UX DESIGNER & RESEARCHER - USABILITY 2016 - Continues

Philips Design, Eindhoven, The Netherlands

UX design, generative and evaluative design research

- Propose UX and UI Design recommendations for healthcare software-hardware products and services
- Define research and usability processes through the research and development lifecycle

WORKSHOP FACILITATOR & LECTURER 2015 – Continues

Independent

Implement the Value Design Workshop I developed to design for value co-creation in innovation networks

- Value Design Workshop, TU Twente Summer School, Smart Campus Project | 2017
- ProFit Sports Innovation FieldLabs Services Design and Concept Development | 2014, 2015
- PlayFit Concept Design Workshop | 2013

PHD RESEARCHER 2011 – ongoing (expected completion date 2019)

TU/e Dept. of Industrial Design, Eindhoven, The Netherlands

Developed a design-driven methodology for social innovation through value co-creation in innovation ecosystems.

- Trans-disciplinary research combining design processes, stakeholder involvement and business modelling
- Implemented design thinking and collaborative design tools and methods
- Facilitate multi-stakeholder workshops, implement methods for stakeholder analysis and involvement

DESIGN RESEARCHER 2002 – 2010

METU/BILTIR – UTEST Product Usability Unit, Ankara, Turkey

Gave research consultancy for new product development projects from home appliances and automotive industry.

- Applied UCD methods in the new product development process by combining qualitative and quantitative research, expert evaluation
- Designed and conducted contextual research, user requirements analysis and usability studies
- Specified user requirements and design objectives; proposed design recommendations.

Clients including:

- ARÇELİK A.S. (Global white goods developer),
- TOFAS FIAT; (Global automotive company, Turkish branch)
- TEMSA A.S. (Turkey based automotive company with global market share)

Took responsibilities in EU and State Planning Org. projects (varied approx. 2 billion – 0.5 billion €)

CONTENT DEVELOPER - SCENARIO DESIGNER Part Time 2004 - 2005

E.NOCTA Distant Learning Services, Ankara, Turkey

Developed interactive course content for distant learning

EDUCATION

PHD INDUSTRIAL DESIGN 2011 – Continues (thesis finalization stage)

Eindhoven University of Technology, Department of Industrial Design-Systemic Change Group, Eindhoven, NL

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



PELIN GULTEKIN

Design Strategy & Research

ACADEMIC EXPERIENCE

STUDENT COACH 2011-2014

TU/e Eindhoven University of Technology, Department of Industrial Design

Took educational responsibilities as project puller and coach for the graduate level projects, on various subjects on co-design, value co-creation, user evaluation, design research.

RESEARCH ASSISTANT 2007-2009

METU Industrial Design Department, Ankara, Turkey

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

- Designing Interactions course (Designing Interactions MSc . Program METU - TUDelft)
- Dimensions of Designing for Emotions course
- Models and Methods of Ergonomics course
- Advanced Project Development in Industrial Design course (METU Graduate Design Studio)

GUEST LECTURER

Value Co-creation in Innovation Networks: Learnings from designing with stakeholders. IoT Day, Eindhoven | 2018

Lecture&Workshop "Evaluation of Car Interiors" Domus Academy, Milano, Italy | 2010

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

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

"Design Research Experience" Design Research in Action, METU Dept. of ID | 2004, 2005, 2007

AWARDS & EXHIBITIONS

Method that she developed at her PhD exhibited at Design Changes Design Exhibition, Design United, Dutch Design Week | 2013

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

Purchasing Prize, 700. Anniversary Establishment of the Ottoman Empire Memorial Park Comp.; Project gr. of 10 | 2003

SKILLS

LANGUAGE

English: Fluent | **Dutch:** Higher Intermediate | **Italian:** Lower Intermediate | **Turkish:** Native

SOFTWARE

Illustrator, Axure, Photoshop, InDesign (basic)

CONTENT DEVELOPMENT AND VISUAL DESIGN

Interreg NWE ProFit Project Catalogue of Innovative Sports Products and Concepts | 2012

Website Visual, Database and Content Design, UTEST | 2010

Home Appliance Accidents Database, Content Gathering and Concept Design, UTEST | 2002 - 2004

ORGANIZATIONAL

Organize and facilitate multi-stakeholder and user co-creation workshops for concept generation and product/service design

Organize and Moderate Design Research Seminars weekly, 2007-2009, METU Dept. of Industrial Design

Organize "Consumer Rights & Protection in Turkey: UTEST-Consumer Associations Workshop" | 2004

CONTACT

pelin@pelingultekin.com

De Vriesstraat 75
5612 KH Eindhoven, NL
[+31] 639551655

PELIN GULTEKIN

Design Strategy & Research

LIST OF PROJECTS & PUBLICATIONS

PHD RESEARCHER 2011 –2015

The PhD research funded by EU INTERREG IVB NEW Fieldlab Sports Innovation & Stimulation Project for innovation and business creation via new partnerships in NL, UK & BE (approx. 1.5 billion€).

RESEARCHER 2002 –2010

projects: Usability Analysis for Consumer Products

Interface Design & Expert Evaluation | ARÇELİK Dishwasher Division, 2008

Usability Analysis & Expert Evaluation | ARÇELİK Dishwasher Division, 2005

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

Usability and User Requirements Analysis TEBA | Oven Division, 2003

Framework Product Safety and Usability Testing | EU 6. Framework Program METU -TUDelft–Loughborough U., 2002-2004

Establishment of Product Safety and Usability Lab | Turkish State Planning Organization, 2002 – 2003

projects: User Requirements Analysis - Contextual Research - Perceived Quality

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

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

User Requirements Analysis & Usability Testing with Benchmarking Study ARÇELİK | 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

PUBLICATIONS

2015 **Combining user needs and stakeholder requirements: the Value Design Method** Book chapter in: "Collaboration in Creative Design: Methods and Tools" Editors: P.Markopoulos, J.B.Martens, J.Malins, K.Coninx., A.Liapis. Springer.with M.M. Bekker, Y.Lu, A. C. Brombacher and J.H. Eggen.

2015 **Exploring The Complex: Method Development By Research Through Design.** EAD'11, 22-24 April 2015, Paris. with M.M. Bekker, Y.Lu, A. C. Brombacher and J.H. Eggen.

2014 **Conflicts as Opportunities for New Insights** Paper Presented at Dmi: 19th Academic Design Management Conference, 2-4 September 2014, London, UK.with H. Hooft Van Huysduynen, L. Yu, M.M. Bekker, A. C. Brombacher and J.H. Eggen

2014 **Evaluating Value Design workshop at Collaborative Design Sessions** Paper presented at NordDesign Conference 2014, 26-29 August 2014, Helsinki. with L. Yu, M.M. Bekker, J.H. Eggen and A. C. Brombacher.

2013 **Facilitating design and Innovation Workshops Using the Value Design Canvas** Paper presented at Participatory Innovation Conference. with L. Yu, M.M. Bekker, J.H. Eggen and A. C. Brombacher.

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.Sener & 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. Sener & 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

2014 **Vision 2020 Value Design Workshops: Stakeholder Involvement to Define FieldLab services** Workshop Report

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.;

Case study on the interface design of interactive TV broadcast service

CONTACT

peлин@pelinulteкин.com

De Vriesstraat 75
5612 KH Eindhoven, NL
[+31] 639551655