

BURCU TURKAY

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Multi-disciplinary Designer & Researcher

ABOUT

I am a multi-disciplinary designer and researcher with a passion in understanding human behaviour in relation to services and products, and improving these relations through design interventions. I believe good design starts with finding the right questions to ask and approaching them with different design thinking methods that are tailored to the context of the users and the clients involved. I worked in a wide range of projects under tight deadlines and oversee the many aspects of value and product chains, and I strive to have an ethical and diverse design research practice while delivering the logistical and strategic objectives of projects. After several years of designing wellbeing products and services with and for people with dementia and their carers, I am currently a design consultant and researcher serving on a range of client projects.

EDUCATION

MA Degree in Sustainable Design with Distinction

Kingston School of Art, Kingston University, London, UK, 2015-2016

BSc Degree in Industrial Product Design

Istanbul Technical University, Faculty of Architecture, Department of Design, Istanbul, TR, 2001-2005

EXPERTISE

- Design Thinking
- Design Research
- Product Design
- Service Design
- User Research
- Design Methodologies & Tools
- User Testing
- Project Management
- Budgeting
- Visual Communication

SKILLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Autodesk 3D Studio Max
- Rhinoceros
- V-Ray
- Autodesk AutoCAD
- Low Fidelity Mockups
- Sketching

EXPERIENCE

Freelance Researcher (with Ageable), National Trust, UK, 2021

- Designed workshops for people with dementia, their carers and stakeholders to understand their challenges and needs
- Evaluated and analysed key insights to inform the design of Peckover House Cafe into a dementia friendly space

Freelance Researcher, Chatsie, UK, 2021

- Designed and led semi-structured interviews with older people who have difficulties in using smartphones
- Collected data using retrospective probing and user shadowing
- Evaluated and analysed the qualitative data by using thematic analysis method
- Created user research report with key insights and design improvements for the next design sprint

Design Consultant, Companiions, UK, 2021

- Visualised company's service blueprint for their new B2B product offer for care sector and local authorities
- Helped the company to modify their design process to match Design Council's Double Diamond Methodology and agile development

Lead Product Designer, Relish (aka Active Minds), UK, 2019-2021

- Led the development of products that improve lives of people with dementia and their carers (ranging from activity products to radio for dementia, from sensory products to digital app). Updated existing product line according to changing needs
- Developed company's product strategy and yearly product plan. Formed and represented the design team's vision in strategic planning & decision making
- Led the design process from research, ideation to delivery within the defined time and budget
- Led the design and user research, identified key user insights and gaps in the dementia market and ensured alignment with product strategy
- Led the brand transformation from 'Active Minds' to 'Relish', ensured all product packaging, visuals and marketing materials conform with the new brand guidelines
- Created an Innovation Process at an organisational level, developed templates to enable all team members to embrace design processes and design thinking
- Worked closely with management team and the board members
- Managed in-house junior designer, freelancers (industrial designers, graphic designers, illustrators, photographers) and external development teams (app developers, agencies)
- Worked closely with manufacturers in various sectors in the UK, Europe and China (including electronics, games, printing industries)

ACADEMIC

Guest Lecturer, “Dementia and Design”
Ohio State University, USA, 2020, 2021

Speaker, “Goin’Green”
Dying.dialogues, DesignTO Fest, Toronto, Canada, 2020

Guest Lecturer, “Dementia and Design”
Kingston School of Art, UK, 2018, 2019, 2020

ACHIEVEMENTS

Shortlisted at OpenIDEO

End-of-life Challenge: Goin’Green

‘Climate Customs’ Exhibition at Oxo Tower

Declaration Wall & Customs Trail

Shortlisted at Colombo Design Contest

Cube Square Door Handle Project

Finalist at Design Turkey Awards

Casio Store Design Project

Retail Exhibition 3rd Place Award

‘White’ Retail System Design Project

INTERESTS

Passionate about cooking, baking and experimenting with food. Worked as a part-time cook for two seasons at Ciderhuset Restaurant in Balestrand, Norway in 2011-2012

Taking pottery classes at Warwickshire College Group

Volunteering as a designer at Canalside Community Food

Volunteered at Helen Storey’s Dress for Our Time installation (London, 2016) and NattJazz Festival (Norway, 2012-2013).

Attended Service Jam London in 2016

Origami and photography fan

Designer, Relish (aka Active Minds), UK, 2016-2019

- Worked with Head of Design to develop and deliver company’s yearly product plan within defined timelines and budget
- Responsible of the research, development, testing and delivery of products for people with dementia and their carers by using various design thinking tools and research methods such as user journey maps, personas, interviews, surveys, usability testing, secondary research, etc.
- Worked closely with various stakeholders from Alzheimer’s Society to care home staff, from family carers to manufacturers
- Worked on improving the sustainability of products by choosing more environmental-friendly materials and packaging options
- Worked closely with the Operations Team to move the biggest manufacturing line from China to Europe to decrease company’s carbon footprint
- Worked closely with Marketing, Business Development and Operations teams

Freelance Designer, 2006-2016

COMPANIES

- Inverse Lighting (2015-2016, London, UK)
- Mercanlar A.S. (2008, Istanbul, TR)
- Turkish Red Crescent (2006, Ankara, TR)
- Airties Technologies (2006, Istanbul, TR)
- Berna Arica Architecture (2009, Istanbul, TR)

DUTIES

- Idea generation and design concept development
- Collaborating with R&D and marketing departments
- Analysing user needs and customer behaviours
- Preparing and presenting 3D & 2D visuals
- Managing timelines and budgeting projects

Design Consultant, Tampere University of Technology Finland, 2013-2014

- Designed a skin for a modular tomography device that the research team developed
- Designed supplementary accessories
- Designed the brand identity for the spin-off company

Mid-weight Designer, Designsoda Ltd.

Istanbul, Turkey, 2007-2010

- Designed, modeled, determined production details of display and exhibition projects
- Developed and coordinated projects with marketing departments of customers including Unilever, Coca-Cola, Fiat, Nokia, Loreal, Bayer, Philip Morris
- Worked closely with manufacturers and ensured the projects got delivered within defined timelines and budget
- Tracked and analysed the requirements of the projects during all phases from start to end

Design Consultant, Soft Bowl Ltd.

Istanbul, Turkey, 2006-2008

- Developed a brand identity including logo, product packages, catalogues and visuals
- Made design upgrades on company’s current product series
- Designed new product series

Junior Designer, Adnan Serbest Furniture

Istanbul, Turkey, 2005-2007

- Prepared technical drawings for production
- Worked closely with photographers and prepared visual designs for product catalogues
- Worked actively on production management and deadline tracking