

İLAYDA ORHAN

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EDUCATION

KOÇ UNIVERSITY – DOUBLE MAJOR

ISTANBUL, TÜRKİYE

BA Media and Visual Arts

BA Psychology

Sep. 2020 – Feb. 2025

- GPA: 3.41/4.00, *Cum Laude*
- Specialization Programs: *User Experience, Design, Media and Management*
- **Graduation Project – Lulu–Onkobis:** Designed a digital health system for children with cancer; conducted interviews with children, parents, and doctors and used thematic analysis to inform the design.
- 50% scholarship

PROFESSIONAL EXPERIENCE

TEMAS TRAFO

KOCAELI, TÜRKİYE

User Experience Design Specialist

Apr. 2026 – Present

- Enhance customer experience (CX) by identifying user pain points and designing intuitive, user-centered solutions.
- Lead the end-to-end redesign of the corporate website, from UX strategy and wireframing to high-fidelity UI design.
- Leverage AI-powered tools to accelerate UX research, ideation, prototyping, and design workflows while improving overall efficiency.

YAPI KREDİ BANK

ISTANBUL, TÜRKİYE

Customer Experience Design and Development Associate

Jun. 2025 – Mar. 2026

- Researched potential applications of artificial intelligence to enhance customer experience and banking operations.
- Designed inclusive solutions for accessible banking, focusing on usability for individuals with diverse needs.
- Conducted case studies on branch-level customer journeys to identify opportunities for improving service design and overall experience.

KLİP GLOBAL

LONDON, UNITED KINGDOM

UI/UX Designer

Feb. 2025 – May 2025

- Redesigned and developed the company website's UX/UI to enhance user engagement and brand identity.
- Created wireframes and prototypes for a user-friendly and accessible interface, based on user research and competitor analysis.

KOÇ UNIVERSITY

ISTANBUL, TÜRKİYE

Teaching Assistant – User Experience Project (MAVA 419)

Sep. 2024 – Jan. 2025

Teaching assistant through the university's work and study program.

- Mentored students in applying user-centered design methodologies, including user research, prototyping, and usability testing, and supported them in aligning their projects with real-world UX standards and goals.
- Collaborated with the course instructors to evaluate student work and facilitate class discussions, enhancing the learning experience.

KOÇ UNIVERSITY MIXED REALITY LAB (KARMA)

ISTANBUL, TÜRKİYE

UX Researcher / UX Designer

Sep. 2022 – Jan. 2025

Visual-Auditory Presentation: "We Are Here. Together. Forever."

- Collaborated with team members and contributed creative ideas and strategies to enhance audience engagement and convey the essence of the centennial journey effectively.

The Effect of 12 Weeks of Virtual Reality Exercises Applied in the Form of Telerehabilitation on Exercise Capacity in Patients with Cystic Fibrosis

- Contributed to the conceptualization and design of KF-GO, a virtual reality game that provides a therapeutic and enjoyable experience for children with cystic fibrosis.
- Conducted user tests and iteratively refined the game design based on the findings.

KOÇ UNIVERSITY ARÇELİK RESEARCH CENTER FOR CREATIVE INDUSTRIES (KUAR)

ISTANBUL, TÜRKİYE

UX Researcher / UX Designer

Sep. 2021 – Jan. 2025

Identifying the Different Experiences and Expectations of Different Smart Home Users at Different Home Contexts

- Conducted in-depth interviews with a diverse range of smart home users.
- Analyzed interview data to identify patterns and trends in user experiences.

Redesigning Olive Harvesting Tools with a More-Than-Human Perspective

- Assisted in research activities aimed at understanding the current challenges and opportunities in olive harvesting.

KOÇ UNIVERSITY

Teaching Assistant – Brand Identity Design (MAVA 325)

ISTANBUL, TÜRKİYE

Feb. 2022 – Jun. 2022

Teaching assistant through the university's work and study program.

- Provided guidance and feedback to students on their projects, fostering creative problem-solving skills.

ÖZLEM SÜER FASHION ATELIER

ISTANBUL, TÜRKİYE

Media Intern

Feb. 2022 – Mar. 2022

- Developed and designed engaging social media posts outlining design processes to inform and educate the audience.
- Created visually appealing and concise content tailored to the target audience, enhancing brand visibility and engagement.

PUBLICATIONS & RESEARCH

Informing the design of question-asking conversational agents for reflection

Karaturhan, P., Orhan, İ., Kuşcu, K. et al. (2024). *Personal and Ubiquitous Computing*, 28, 1001–1019.

<https://doi.org/10.1007/s00779-024-01831-7>

- Contributed to the study design and performed the data analysis; co-authored the published paper.

Sustainable Consumption through Digital Infrastructures: Redirecting, Organizing, Reducing, and Reflecting Consumption (Ongoing)

- Conducted in-depth interviews with 25 mobility app users and 21 food delivery app users.
- Performed qualitative analysis of interview data to identify key behavioral patterns.
- Currently preparing a research paper on user interactions and adoption behaviors in Türkiye.

EXTRACURRICULAR ACTIVITIES

Board Member – Koç University Motorsports Club

2022 – 2025

- Organized activities for club members sharing an interest in motorsports, including race viewings and joint movie nights with the Cinema Club.
- Designed promotional materials such as posters and social media posts to announce events and increase engagement.
- Coordinated event logistics to ensure successful execution and member participation.

Board Member – Koç University Entrepreneurship Club

2022 – 2025

- Designed promotional materials such as posters and social media posts to announce events and increase engagement.
- Supported the organization and coordination of the event program, ensuring seamless scheduling and execution of sessions.

SKILLS & LANGUAGES

Research Methods: In-depth interviews, thematic analysis, qualitative data analysis, usability testing, experimental design

Software: Figma, Adobe Creative Cloud, Rhino, Unity, Blender, Procreate, SPSS, JASP, Microsoft Office

Languages: Turkish (Native), English (Advanced), German (Basic)

CERTIFICATES

- Social and Behavioral Responsible Conduct of Research – Collaborative Institutional Training Initiative (CITI)
- International Week on Sustainability – University of Antwerp (Online, Belgium)
- Buddy System Program, Cross-Cultural Psychology Minor – Erasmus University Rotterdam (Online, Netherlands)
- Mind Control: Managing Your Mental Health During COVID-19 – University of Toronto (Online, Canada)
- GEF DEFINO ROSA – The World Festival of Creativity in Schools (Italy)
- SustinAbility – AIChE Participation Certificate (Türkiye)
- Young Forces Participation Certificate – Haçiko (Türkiye)
- Üretimhane Furniture Design Participation Certificate (Türkiye)

HONORS & AWARDS

- Cum Laude – Koç University (2025)
- Dean's Honor Roll (Fall 2020, Fall 2021, Spring 2022, Fall 2022, Spring 2024)
- Vehbi Koç Scholars (Spring 2021)