

Onur Kocan
Design Strategist
Social Innovation and Service Design
www.onurkocan.org

Selection of Experience

Studio Karun Inc. (Founder, Design Strategist)
Service Design Network (Global Community & Media Partnership Lead)
Hagia Labs (North America Director)
City of Mobile (Design Strategist)
ADPList Chicago Chapter (Speaker Lead, City Ambassador)
UXRPlayground (Expert Design Lecturer)
Tom & Ollie Food Corp. (Design Strategist)
ENTA - Industrial Designers Association of Turkiye (Founder)
Republic of Turkiye Ministry of Trade (Design Strategist)
Kadir Has University (Member of the Advisory Board Art and Design Faculty)

Core Competencies

Research

- Human-Centered Research
- Qualitative & Quantitative Research
- User Interviews
- Usability Testing
- Insight Synthesis

Service Design

- Service Design
- Journey Mapping
- Service Blueprinting
- Systems Thinking
- Opportunity Mapping
- Stakeholder Engagement

Leadership & Facilitation

- Workshop Facilitation
- Co-Design
- Design Strategy
- Cross-functional Collaboration
- Community Building

AI & Innovation

- AI Experience Strategy
- AI-Assisted Research
- Data Visualization

Sample Projects

Specific Projects for City of Mobile:

City of Mobile, Mayor's Office of Strategic Initiatives, AL – 311 Service Design Project UX Research, Service Design & Public Sector Innovation

As a Design Strategist, I played a key role in the redesign and optimization of the City of Mobile's 311 service system, a critical public-facing platform that enables citizens to report non-emergency issues and access municipal services. The project's core objective was to enhance accessibility, efficiency, and user satisfaction through system-wide service design and software improvements.

I collaborated with a multidisciplinary team—including a Service Designer, Human-Centered Designer, and Data Analyst—to address three strategic priorities:

- **Enhancing Request Transfers:** Streamlined the routing of citizen requests to appropriate departments by reducing reliance on multiple disconnected software systems and introducing a unified digital process.
- **Software Optimization:** Identified technical inefficiencies and facilitated the enhancement of backend systems to improve response times and internal coordination.
- **Problem Identification & Journey Mapping:** Conducted comprehensive user experience research to identify friction points, propose immediate “quick win” fixes, and offer long-term service recommendations based on citizen journey analysis.

My responsibilities included:

- Leading preliminary research design, including goal-setting, scoping, and stakeholder alignment.
- Conducting user interviews, field observations, surveys, and co-creation workshops.
- Synthesizing findings through service blueprints, journey maps, and data dashboards.
- Translating insights into actionable strategies for system and service enhancement.

The project directly informed the relaunch of the city's 311 mobile app and internal service workflows, contributing to a more citizen-centered approach to public service delivery and increasing the platform's efficiency and adoption. The updated system was featured in local media as a model for civic innovation.

This project demonstrates my ability to lead human-centered, systems-level transformation in the public sector, delivering measurable improvements in civic engagement and government responsiveness.

Links:

[Fox 10 News](#)

[UTV44](#)

[City of Mobile Official Website](#)

**City of Mobile, Mayor's Office of Strategic Initiatives, AL – City Start Financial Empowerment Project
Civic Innovation, Financial Literacy Strategy & Systems Research**

As a Design Strategist, I contributed to the City Start Financial Empowerment Project, a city-wide initiative aimed at identifying and addressing the financial needs of communities—particularly those facing economic hardship. The project was designed to develop a strategic roadmap that unified the city's assets, institutional partnerships, and community insights to generate innovative, actionable financial solutions.

The primary objective was to produce a comprehensive research report detailing the city's financial landscape and demonstrating its eligibility for Bank On funding, a national program that supports local financial empowerment efforts. Our team concentrated on three key goals:

- Securing Bank On Funding: Positioning the city to qualify for federal funding to support entrepreneurial initiatives and financial inclusion programs.
- Reducing Poverty & Advancing Financial Literacy: Proposing strategies to lower the poverty rate, enhance financial education, and improve access to existing city resources and support systems.
- Strengthening Civic Engagement: Improving the relationship and communication between city departments and underserved populations through stakeholder engagement and community-based design.

My responsibilities included:

- Leading the design of the report strategy and framework, including visual storytelling and insight synthesis.
- Conducting citizen experience and quantitative research, such as surveys, interviews, and data analysis in collaboration with the city's initiative specialist and data analyst.
- Designing stakeholder maps, citizen journey maps, and iceberg models to illustrate the systemic challenges and opportunities within the local financial ecosystem.

- Facilitating workshops with community members and institutional partners to co-create sustainable solutions.

The final report was delivered to city leadership, providing a clear path to securing Bank On funding, improving local economic infrastructure, and fostering deeper civic engagement. It served as a foundation for future policy decisions and cross-sector collaborations.

This project showcases my ability to integrate design research, community-centered methodologies, and strategic foresight to drive equitable, systems-level change in municipal contexts.

Links:

[CFE Official Website](#)

Specific Projects for Studio Karun:

Studio Karun Inc.– CubeBox: Industrial Robotic Automation Interface Redesign Design Strategy, UX Research, Industrial Innovation

As the Founder and Design Strategy Lead at Studio Karun, I led the redesign of the CubeBox software interface—an advanced robotic automation solution by Tezmaksan designed to optimize CNC machine tending and streamline manufacturing operations.

This project was commissioned to address critical usability issues with CubeBox’s legacy interface, which hindered productivity and adoption among technicians. I conducted a comprehensive UX research and stakeholder engagement process to create a modern, intuitive system that aligns with current industrial design standards.

My responsibilities included:

- Leading discovery workshops with client-side engineers, operators, and executives to identify key interface pain points and user needs.
- Designing a research roadmap including user interviews, stakeholder mapping, and comparative UX benchmarking in the industrial automation field.
- Developing interaction models and wireframes for a redesigned UI that improves clarity, reduces the learning curve, and supports modular scalability.
- Coordinating communication strategies and collaborative decision-making with client teams, engineers, and visual designers.
- Delivering a finalized UI prototype rooted in iconographic language and accessibility standards optimized for industrial users.

Impact:

CubeBox's revamped interface has positioned Tezmaksan as a forward-thinking leader in smart manufacturing automation. The solution is now more accessible to operators with varying technical backgrounds and is projected to enhance machine uptime and reduce operator training costs.

This project demonstrates my capacity to apply user-centered methodologies and systems thinking to elevate industrial design in high-tech manufacturing environments.

Links:

[Project Deck - CubeBox](#)

[Studio Karun Website](#)

[Tezmaksan Website](#)

[Publication](#)

[Publication](#)

[Publication](#)

Studio Karun Inc. – Pundit: Online Content Verification App Design Strategy, UX Research, Civic Technology & Award-Winning Innovation

As the Founder and Design Strategist at Studio Karun—a multidisciplinary design studio operating across the U.S. and Türkiye—I led the end-to-end development of Pundit, an AI- and expert-supported application designed to combat information pollution and online misinformation. The project emerged in response to the global rise of disinformation during and after the COVID-19 pandemic.

In the summer of 2022, I initiated and directed a research-driven process to understand the impact of misinformation on user behavior. My responsibilities included:

- Leading competitor analyses, user journey mapping, and problem tree development to diagnose systemic misinformation patterns.
- Managing a core team of two, while personally contributing to service design, UX architecture, and product strategy.
- Designing a business model for Pundit that integrates expert-verified content and machine learning to provide real-time fact-checking on social media platforms.
- Positioning the product as a public service tool aimed at promoting digital literacy, saving users time, and enabling access to credible, evidence-based information.

Impact & Recognition:

- Pundit received the 2023 iF Design Award in the Service Design category, recognizing its innovative, human-centered approach to combating digital misinformation.

- The platform has been recognized for its contribution to civic innovation and has been featured internationally in both design and media circles.

This project reflects my ability to translate complex societal challenges into actionable, design-led digital solutions—leveraging research, user experience, and cross-disciplinary collaboration to produce award-winning, socially impactful innovation.

Links:

[iF Design Award Official Website](#)

[Product Publication](#)

[Publication](#)

[Publication](#)

[Publication](#)

[Project Deck](#)

Specific Projects for Hagia Labs:

Hagia Labs, Singapore – Internal Systems & UX Enhancement Project Service Design, Stakeholder Management & AI-Powered Website Redesign

As a Service Designer at Hagia Labs—a company specializing in the integration of AI and Web3 technologies—I led a strategic internal improvement initiative aimed at optimizing user experience and increasing the accessibility of the company’s advanced digital tools.

My role focused on aligning Hagia’s technological offerings with user needs by:

- Conducting in-depth UX research to assess gaps in user interaction with existing AI/Web3 systems.
- Facilitating stakeholder interviews and workshops to gather insights across internal departments and external partners.
- Designing a new AI-powered, dynamically responsive website to replace the company’s outdated platform, enhancing both user engagement and operational efficiency.

Additionally, I worked to strengthen sustainable business partnerships by streamlining customer-facing processes and aligning digital touchpoints with stakeholder expectations. This included rethinking content architecture, interface design, and backend responsiveness to ensure seamless integration of Hagia's technology with user behavior.

Key Results:

- Successful launch of a redesigned AI-driven website that significantly improved usability and perception of the brand.
- Increased alignment between technical capabilities and customer experience, facilitating broader adoption of Hagia's solutions.
- Positive feedback from internal stakeholders and external clients, validating the approach and reinforcing Hagia's innovation-forward reputation.

This project highlights my ability to translate emerging technologies into intuitive, human-centered solutions, and to lead transformation initiatives that balance cutting-edge innovation with real-world usability.

Links:

[Hagia Labs](#)

[Hagia Labs Instagram](#)

[Hagia Labs LinkedIn](#)

Hagia Labs, Singapore – Brand. Story. AI. Global Event Series AI Strategy, Brand Innovation, Industry Partnerships & Technology Leadership

In collaboration with Hagia Labs, I conceptualized and lead the development of **Brand. Story. AI.**, an international event series designed to bring together brand leaders, creative strategists, venture investors, and AI innovators to explore how artificial intelligence is transforming storytelling, marketing, and creative production. The initiative was created as a strategic platform to move beyond experimental uses of AI and examine how organizations can integrate AI into scalable brand, marketing, and content infrastructures.

The event series combines keynote presentations, case studies, and moderated panel discussions featuring industry leaders from global technology and media companies. By bringing together decision-makers from organizations such as Google, TikTok, YouTube, Nvidia, and emerging AI startups, the platform facilitates dialogue on emerging technology trends, operational strategies, and new creative workflows in AI-driven environments.

My key contributions included:

Concept Development & Event Strategy:

Designed the overall concept and structure of the Brand. Story. AI. series, defining its thematic focus on AI-powered storytelling, marketing innovation, and creative infrastructure.

Industry Partnerships & Speaker Engagement:

Curated and secured participation from senior innovation leaders, technology strategists, and creative executives from global technology companies and emerging AI organizations.

Business Development & Strategic Networking:

Developed the event as a high-level networking platform to connect Hagia Labs with potential enterprise clients, venture capital partners, and brand decision-makers.

AI Trend Analysis & Strategic Insight:

Integrated emerging technology trends from leading platforms such as Google, TikTok, YouTube, and Nvidia into the program, helping organizations understand how AI is shaping the future of brand storytelling and creative production.

International Market Expansion:

Led initiatives to expand Hagia Labs' presence in the United States through the organization of upcoming events in **Chicago, New York, and Los Angeles**, supporting the company's strategic entry into the North American market.

The Brand. Story. AI. initiative significantly increased Hagia Labs' global visibility and industry recognition, strengthening partnerships with major technology and media organizations. The program has directly contributed to business development opportunities and generated **approximately 10% growth in company revenue**, demonstrating the commercial and strategic impact of the initiative.

Links:

[Brand Story AI - Singapore](#)

[Brand Story AI - Bangkok](#)

[Publication](#)

[Publication](#)

Hagia Labs, Singapore – The Scentscape Project: AI Smell Mapping of New York City Generative AI, Data Visualization, Sensory Design & Urban Storytelling

In collaboration with Hagia Labs, I led the design and development of The Scentscape Project, an experimental initiative that reimagined urban storytelling through the synthesis of AI, big data, and olfactory experiences. The project—centered around New York City—aimed to create a dynamic, immersive visualization of the city's aromatic identity, blending digital culture with sensory mapping.

Titled AI Smell Mapping, this groundbreaking project explored how digital footprints from platforms like Twitter, YouTube, and Reddit could be mined and interpreted to build an evolving olfactory narrative of New York City. The goal was to capture the city's collective memory and cultural essence through a new sensory dimension.

My key contributions included:

- **Data Collection & Analysis:** Used web scraping and natural language processing to extract and analyze thousands of scent-related references from social media posts, videos, and community discussions.

- **Generative Systems Design:** Developed custom algorithms and parametric models to transform raw linguistic and contextual data into ethereal visualizations—“data pigments” representing the city’s scentscape.
- **Visualization & Simulation:** Leveraged Unreal Engine and advanced rendering tools to create cinematic, immersive visualizations, simulating real-time olfactory experiences.
- **Installation Conceptualization:** Framed the work as a public art piece and interactive digital diary, inviting both locals and visitors to explore New York City through a deeply personal and collective sensory lens.

The Scentscape Project became a pioneering case study in multi-sensory urban design, offering a new mode of engagement with cities through emotion, memory, and data. It has served as a platform for cross-disciplinary dialogue between technology, design, and the arts—demonstrating how speculative design and AI can create meaningful public experiences and narratives. This project reflects my capacity to lead visionary, research-driven, and cross-sectoral projects that bridge design, data, and storytelling—hallmarks of exceptional ability in innovation and creative contribution.

Links:

[Hagia Lab Official Website](#)

[Studio Karun Website](#)

[Project Deck](#)

Service Design Network (SDN), Berlin, Germany – Global Conference Strategic Partnerships, Stakeholder Engagement & Conference Development

From 2023 to 2025, I served as a Global Conferences partners team member for the Service Design Network (SDN), where I played a central role in shaping the organization’s international partnerships and strengthening the global ecosystem of service design. In this high-impact leadership position, I supported the planning and strategic development of SDN’s Global Conference series, one of the most influential gatherings in the service design field.

I facilitated outreach and collaboration across major academic institutions, professional networks, and global design organizations. My work enabled long-term partnerships with IDSA, Parsons School of Design, CUMULUS, ENTA, and the World Design Organization (WDO), expanding SDN’s international visibility and reinforcing its role as a thought leader in design.

I also led communications with community and media partners and was responsible for corporate outreach. I successfully initiated and negotiated partnerships with leading organizations such as McDonald's, JP Morgan Chase, Miro, Southwest Airlines, Deloitte, and United Airlines, securing their participation as key partners for the SDN Global Conference 2025.

Key contributions include:

- Leading stakeholder engagement and managing relationships across global design schools,

nonprofit organizations, and corporate partners.

- Negotiating mutually beneficial partnerships aligned with SDN's mission and long-term strategic goals.
- Supporting the development of strategic frameworks that strengthened the 2023 conference and built the foundation for the 2024 and 2025 events.
- Advancing SDN's global presence through network-building, outreach, and sustained communication efforts.

I continue to actively support SDN's international initiatives, advocating for the growth of service design as a transformative discipline and strengthening collaboration across the global design community.

Links:

[Conference Website 2023](#)

[Conference Publication'23](#)

[Conference Publication'23](#)

[Conference Publication'23](#)

[Conference Website 2025](#)

[Conference Publication'25](#)

[Conference Publication'25](#)

[Conference Publication'25](#)

[Conference Publication'25](#)

[Global Conference 2026 Website](#)

Specific Projects for Tom & Ollie Food Corp.:

Tom & Ollie Food Corp., Jersey City, NJ – Crispy Bites Project Brand Creation, Product & Experience Design for Healthy Snack Line

As Design Strategist, I led the conceptualization of product design and packaging for the launch of Crispy Bites, a new healthy snack brand developed to expand the company's market reach and address growing consumer demand for nutritious snack alternatives. The initiative aimed to shift consumer habits away from unhealthy snacks by offering a compelling, innovative option grounded in design strategy and user research.

I oversaw every phase of the product and brand development. My key contributions included:

- User Research & Experience Design: Identified user needs and industry pain points through UX research and competitive analysis; mapped user journeys to inform product features.
- Strategic Brand Positioning: Developed a brand identity and messaging strategy aligned with health-conscious consumer behavior.
- Digital & E-Commerce Strategy: Designed and tested the product's e-commerce platform and mobile experience; implemented targeted digital marketing strategies.
- Packaging & Visual Design: Directed the design of environmentally conscious packaging that aligned with brand values.

The product has since been launched as a private-label snack line, available on e-commerce platforms and in select corporate grocery stores.

Key Outcomes:

- Increased company revenue by 7.5% following the brand's launch.
- Opened a new market segment for the business.

Recognized through public presence and engagement:

[Website](#)

[UX Research Deck](#)

[Project Publication](#)

[Instagram Presence](#)

This project exemplifies my ability to lead innovation across design, business strategy, and product development—making a measurable impact through interdisciplinary collaboration.

Tom & Ollie Food Corp., Jersey City, NJ – Fancy Food Show Las Vegas (2022, 2024, 2025) Trade Showcase Strategy, Stand Design & AI-Driven Marketing System

As a Design Strategist, I initiated and led Tom & Ollie's participation in the Fancy Food Winter Show in Las Vegas, one of the world's largest food trade fairs organized by the Specialty Food Association. I spearheaded the initiative to strengthen the company's brand recognition, as well as network and boost sales through strategic industry exposure.

I conducted an in-depth analysis of the company's previous trade show performance and developed a comprehensive design strategy roadmap, which culminated in the designs that represented the brand at the event and showcased Tom & Ollie's major products. My strategy included:

- Designing a visually distinctive promotional stand to increase foot traffic.
- Organizing interactive tasting workshops to engage participants.
- Launching a targeted social media campaign aligned with event timing and audience.
- Designing an AI-powered chatbot system to provide instant feedback, product recommendations, and sample requests for visitors at the booth.

The outcome of this integrated strategy was a significant increase in brand visibility, market penetration, and customer engagement. Key results include:

- 11% increase in company revenue, driven by new partnerships with wholesale and retail giants such as Sysco, Eataly, Trader Joe's, and Costco.
- Increased qualified leads and long-term client collaborations from the show.
- Delivery of a post-event insights report combining workshop learnings and social media analytics, which informed future product development and was used by the production and food engineering teams.

This project demonstrated my ability to connect design thinking, technology, and marketing for tangible business outcomes and positioned the brand as a key player in the specialty food industry.

Links:

[Fancy Food Show](#)

[Project Publication'25](#)

[Project Publication'24](#)

[Project Publication'22](#)

Tom & Ollie Food Corp., Jersey City, NJ – Crispy Bites Private Label Project for Trader Joe's Strategic B2B Marketing, Product Positioning & Packaging Design

Building on the success of the Crispy Bites brand, I spearheaded a targeted B2B marketing strategy aimed at expanding the product's reach into the wholesale retail market. Leveraging the branding and user insight foundation previously established, I identified Trader Joe's as a strategic partner and initiated direct communication with their procurement team.

I developed a comprehensive design strategy and created captivating product packaging to lead the product presentation and positioning proposal specifically focused on our Red & Yellow Pepper Chips line, aligning it with Trader Joe's interest in healthy, innovative snack products. To support this effort, I:

- Revamped the brand's packaging designs to define the product's potential within Trader Joe's snack segment.
- Facilitated a series of stakeholder meetings and product demo sessions to showcase user personas, usage scenarios, and sales projections.
- Crafted a tailored narrative and sales pitch grounded in health-conscious consumer behavior and market demand.
- Designed custom private-label packaging that adhered to Trader Joe's visual identity and brand values, ensuring seamless shelf integration.

In 2024, this initiative culminated in a successful agreement:

- Trader Joe's placed an initial order of 1 container (100,000 packages) of Crispy Bites Red & Yellow Pepper Chips.
- The product was launched across 608 Trader Joe's locations nationwide, as well as on their online ordering platform.
- The sale accounted for 2% of Tom & Ollie's annual revenue, significantly boosting the brand's visibility and positioning it as a competitive player in the health snack category.

This project demonstrates my ability to combine strategic market development, B2B engagement, and design innovation to drive measurable growth and establish high-value partnerships in the food industry.

Links:

[Reddit](#)

[Trader Joe's Official Instagram](#)

[Amazon](#)

[Fig](#)

[YouTube](#)

[Ebay](#)

[TikTok](#)

Tom & Ollie Food Corp., Jersey City, NJ – Product Packaging Redesign User-Centered Design, Consumer Testing & Market Impact

As part of Tom & Ollie's product innovation strategy, I led a multi-year initiative to redesign the company's product packaging to align with evolving market trends and consumer expectations. This

effort was driven by user insights and competitive research, with the goal of improving shelf appeal, brand differentiation, and sales performance.

Key contributions included:

- Conducted extensive user testing and guerrilla marketing research to assess visual impact and customer perception of packaging designs.
- Designed multiple iterations of packaging based on real-time feedback and competitive benchmarking.
- Facilitated packaging relationship tests with 75 users, comparing our legacy designs with competitor products. Initial tests showed competitor packaging performed better; however, through iterative redesign, over 70% of participants (53 out of 75) preferred the final version.
- Executed competitive analysis to understand packaging trends and integrate market-driven visual strategies.

The updated packaging designs were validated through repeated field tests and deployed across Tom & Ollie's product lines. Results demonstrated:

- Improved brand recognition and shelf visibility, as confirmed by user observation data.
- Notable sales performance increases at trade fairs and retail markets following the redesign.
- Direct contribution to the company's annual revenue growth, with packaging cited as a key driver in customer purchase decisions.

This project reflects my ability to integrate design research, consumer behavior insights, and market analysis into tangible outcomes, directly influencing commercial success through strategic design interventions.

Links:

[Mix Packages](#)

[Mix Packages2](#)

[Jars in the Market](#)

The New School, NY – Blockchain Research & Conference Organizer: “Which Block Are You From?” (2019)

Strategic Design Research, Interdisciplinary Innovation & Conference Development

As a Strategic Design Research Assistant to the Associate Director of the M.Sc. Strategic Design and Management program at The New School, I contributed to pioneering research exploring the role of blockchain and cryptocurrency in government systems and public sector innovation. Our inquiry focused on identifying emerging cryptocurrency forms and assessing the feasibility of blockchain

integration at the institutional level.

Building on this research, I co-organized the academic conference titled “Which Block Are You From? New Directions in Interdisciplinary Research on Blockchains” in partnership with Parsons’ Data Visualization program and my faculty advisor. The event was sponsored by CUNY, The New School, and Deloitte, and convened a diverse group of experts to examine blockchain's cross-sectoral impact on policy, finance, and technology.

My core responsibilities included:

- Designing the conference framework, including programming themes and interdisciplinary panels.
- Coordinating logistics, outreach, and stakeholder engagement with academic institutions and industry sponsors.
- Facilitating research sessions and collecting participant feedback to inform scholarly outputs.

Event Highlights:

- Brought together 45 academicians and 50 participants, fostering dialogue across disciplines.
- Generated critical insights and feedback that directly contributed to the development of the book Data Money, authored by Professor Koray Çalışkan.

This project showcases my ability to bridge strategic design research with public scholarship, organize high-level academic programming, and facilitate interdisciplinary exploration of emerging technologies.

Links:

[Publication](#)

Republic of Türkiye Ministry of Trade – Design Week Türkiye (2016–2018)
Strategic Design Leadership, Cultural Programming & International Design Promotion

As a Design Strategist working with the Republic of Türkiye Ministry of Trade, Türkiye Exporters Assembly, and the official event agency, I played a central role in the strategic development and execution of Design Week Türkiye in 2016, 2017, and 2018. This event is the nation’s premier design festival, dedicated to elevating Türkiye’s design culture and showcasing Turkish designers on an international stage.

My responsibilities spanned across multiple high-impact domains, including:

- Annual Strategy Development: Researched global design trends and formulated yearly thematic frameworks and strategic roadmaps to guide each edition of the event.
- Workshop & Content Creation: Designed educational and experiential workshop content

tailored for professionals, students, and the public.

- **Speaker & Sponsor Acquisition:** Successfully secured keynote speakers, including internationally recognized thought leaders, and negotiated sponsorships with leading organizations and institutions.
- **Stakeholder & Institutional Engagement:** Managed relationships across government agencies, universities, and private sector stakeholders, aligning their objectives with event goals.
- **Program Curation:** Led the curation of event programming, exhibitions, and conference sessions to ensure thematic cohesion and relevance.

Impact Highlights:

- Positioned Design Week Türkiye as a major cultural and economic driver for the creative industries in Türkiye.
- Helped increase international visibility for Turkish design talent and fostered cross-border creative collaborations.
- Contributed to shaping public discourse on design's role in innovation, urbanism, and national identity.

This role demonstrates my ability to lead large-scale, cross-sector initiatives that influence national cultural policy, promote design at the international level, and deliver measurable impact through strategic design and stakeholder alignment—hallmarks of EB-2 eligibility for exceptional contribution to the field.

Links:

[Design Week Türkiye Official Website](#)

[Design Week Türkiye Official Instagram](#)

[Publication](#)

[Publication](#)

[Publication](#)

[Publication](#)

[Publication](#)

ENTA – Industrial Designers Association of Türkiye, Istanbul – Community Strategy (2014 - Present)

Design Community Building, Service Design, Strategic Leadership & Media Innovation

In 2014, I founded ENTA (Industrial Designers Association of Türkiye) to create a dynamic, accessible, and interdisciplinary platform for industrial designers across Türkiye and globally. ENTA focuses on bridging the gap between industry and education while fostering social innovation through design.

Core Contributions and Initiatives:

- **Organizational & Strategy Development:** Provided consultancy to ENTA's corporate members on developing organizational models, internal design strategies, and innovation frameworks.
- **Program & Event Leadership:** Led the creation and delivery of over 30+ workshops, design competitions, public talks, and educational events aimed at emerging designers and creative professionals.
- **Stakeholder Engagement:** Partnered with government ministries, universities, and NGOs to co-develop public-facing design initiatives and promote sustainable innovation through design.
- **International Networking:** Established partnerships with global design networks and institutions to promote cultural exchange, collaboration, and knowledge transfer.
- **Talent Development:** Directed HR and recruitment processes for design teams collaborating with ENTA-affiliated companies and organizations.

Media & Community Storytelling: Bi Tik Buyutelim Podcast (Presenter & Producer, 2020–2023)

To further ENTA's mission, I created and led the Bi Tik Buyutelim podcast—an independent design media project supported by ENTA. The podcast title humorously references a common client request in design culture: “Let's make it bigger.”

- Served as a presenter and executive producer across five seasons, creating a platform for young designers around the world to share their personal journeys, insights, and challenges.
- Interviewed over 30 emerging designers from diverse disciplines, helping them gain visibility among potential employers, collaborators, and international networks.
- Addressed critical industry topics such as career development, innovation trends, creative struggles, and cross-cultural collaboration in design.
- Achieved significant audience engagement with 11,248 total listeners and 8,839 followers, contributing to global design discourse and professional development.

Impact Highlights:

- Positioned ENTA as a pioneering voice in Turkey's design community and beyond.
- Created a scalable model for community-led service design and media-driven engagement.

- Empowered hundreds of young designers by connecting them with global resources, mentorship, and professional networks.

This work showcases my ability to lead community development, design communication, and media strategy within a nonprofit and cultural context.

Links:

[ENTA Official Website](#)

[Bi Tik Buyutelim Podcast](#)

[Publication](#)

[Publication](#)

ENTA – Industrial Designers Association of Türkiye, Istanbul – entaMAG Founding Editor (2015)

Design Journalism, Editorial Leadership & Global Design Community Engagement

In 2015, I founded and served as the Editor-in-Chief of entaMAG, an independent design publication created under the umbrella of the Industrial Designers Association of Türkiye (ENTA). The magazine was envisioned as a platform to amplify the voices of designers worldwide, celebrate diverse design narratives, and foster cross-cultural dialogue within the global design community.

entaMAG featured:

- Product design critiques,
- Profiles of emerging and established designers from various regions,
- Current international design trends and news,

And commentary on the role of design in society and industry.

As the founding editor, I led the full production and content strategy of the magazine, including:

- Editorial planning and curation of global contributors,
- Article development and content review,
- Visual design and publication layout,
- Coordination of printing and distribution logistics.

Impact Highlights:

- The inaugural issue was printed in 10,000 copies and distributed across Türkiye to design

schools, civil society organizations, design studios, and cultural institutions.

- Created a platform for international exchange and professional visibility for emerging designers.
- Played a foundational role in ENTA's broader mission to advance design literacy and community development.

This initiative reflects my ability to lead original cultural and editorial projects, shape discourse within the international design field, and foster inclusive, globally minded design communication.

Links:

[Enta Magazine](#)

Selection of Project Publications

FOR LISTING ONLINE PUBLICATIONS:

Caliskan, Koray. Data Money: Inside Cryptocurrencies, Their Communities, Markets, and Blockchains.

New York: Columbia University Press, 2022

Contributed research, feedback, and cover design from strategic design and blockchain workshops. The book examines the social and economic structures behind cryptocurrency adoption and blockchain ecosystems.

[Data Money](#)

Amatullo, Mariana, Bryan Boyer, Jennifer May, Andrew Shea. Design for Social Innovation: Case Studies from Around the World.

New York: Routledge, 2021

Contributed to documented case studies on global social innovation practices using strategic design methods. I added case studies from Türkiye.

[Design for Social Innovation](#)

[Publication](#)

Tom & Ollie Food Corp.

Content Designer – The Love Your Food Show

Eikon Exhibition Centre, 2025

Developed exhibition content and promotional messaging to elevate the brand's presence at one of the Northern Ireland's premier food innovation trade shows.

[The Love Your Food Show](#)

[Website](#)

Content Designer – Moira Specialty Food Fair

Northern Ireland, 2024

Led storytelling and visual content strategies to showcase new product lines and engage local distributors and customers.

[Moira Specialty Food Fair](#)

[Website](#)

ENTTA – Industrial Designers Association of Türkiye

Workshop Organizer – Game & Gamification Workshop

2017

Conceptualized and organized a hands-on design workshop exploring game-based design methods for learning and engagement.

[Game & Gamification](#)

Workshop Organizer – FIAT Türkiye Customer Experience Workshop

2018

Co-led a strategic workshop with FIAT Türkiye to redesign touchpoints across the customer journey and introduce UX principles to their internal teams.

[FIAT Türkiye Customer Experience](#)

Content Designer - Shell Eco-Marathon

2018

Designed educational content for a technology-focused workshop hosted by IOX Digital as part of Shell's global innovation and sustainability event. Developed interactive materials exploring IoT applications in energy systems for a curated group of student innovators.

[Shell Eco Marathon](#)

Facilitator – UX Summer Camp

2017

Delivered interactive sessions on UX research and prototyping for early-career designers, fostering hands-on experience with real-time feedback.

[UX Summer Camp](#)

[UX Summer Camp Video](#)

Founding Director – Sinbo Home Appliances Design Department Setup

2017

Designed the structure, hiring framework, and internal processes for Sinbo's first in-house design team, establishing strategic design capabilities within the organization.

[Sinbo](#)

Organizer – Autodesk Fusion 360 Digital Design Sprint

2015

Coordinated a national digital design sprint using Autodesk Fusion 360 software, bringing together students and professionals to collaboratively prototype new products.

[Autodesk Digital Design Sprint](#)

[Milliyet Newspaper Publication](#)

Organizer – Traditional National Turkish Design Students Meeting Series

2016 – 2019

Organized an annual student-focused event fostering collaboration among 30+ universities, featuring talks, workshops, and design portfolio reviews.

[City of Ankara 2016](#)

[City of Eskisehir 2017](#)

[City of Izmir 2018](#)

[City of Konya 2019](#)

Speaker Behalf of ENTA – Design Schools Tour Project

2015

Developed engagement materials and designed programming for a national roadshow that visited 28 design schools across Türkiye to inspire and mentor young designers.

[Publication](#)

FOR INDEPENDENT PUBLICATIONS (BOOKS, MAGAZINES, ETC.)

(Books, Peer-Reviewed Contributions, and International Media Features)

Kocan, Onur. Design Awareness in Local Government: A Civic Design Tactic for Developing Countries.

ResearchGate, New York, 2020

Authored and published original research proposing design-led strategies for civic innovation and public sector transformation in under-resourced governance systems.

[Design Awareness in Local Government](#)

[Project Deck](#)

"What is 'Turkish Design' and How to Make It in Türkiye as a Young Designer?"

iF Design Magazine, Global Edition

Featured author exploring national identity in design and challenges faced by emerging designers in Türkiye within global contexts.

[iF Design Magazine](#)

"Interview with Onur Kocan: The Future of Turkish Design"

iF Design Magazine España

In-depth interview highlighting my work in civic design, strategic innovation, and international design leadership.

[iF Design Magazine España](#)

"Featured Designer: Living with Design"

Marie Claire Maison Türkiye

Profile features covering my design philosophy, notable projects, and perspectives on human-centered living environments.

[Marie Claire Maison Türkiye \(Page 93\)](#)

Personal Press

"Strategic Design and Management Alumni Interview"

Parsons School of Design

[Parsons MS SDM](#)

"Speakers Profile"

Pecha Kucha – October 2015

[Pecha Kucha Website](#)

"Attracting and Retaining International Students in Milan Report"

Citiventures, Parsons School of Design

[Report Link](#)

"Civic Design 2022"

Rosenfeld Media

[Civic Design by Rosenfeld](#)

"What does Public Service mean to you?"

Humans of Public Service

[Publication](#)

[Stories From Official Website](#)

"Public Service Recognition Week"

The Volcker Alliance

[Public Service Recognition Week](#)

"Onur Kocan (ID'14) Wins the IF International Design Award"
Kadir Has University, Department of Industrial Design

[Khas ID](#)

"Interview with Onur Kocan: The Future of Turkish Design"
iF Design Magazine Asia

[iF Design Magazine Asia](#)

"UDLAP Students Are Part of the SDN Next Gen Conference 2024 Hybrid Event."
Poder de la Noticia Magazine

[Poder de la Noticia Magazine](#)

Awards

iF Design Award, Berlin, Germany – Service Design Category (2023)
Awarded for the project: Pundit – Online Content Verification App

In 2023, I received the prestigious iF Design Award in the Service Design category for my project Pundit, an innovative application and service model designed to combat misinformation on social media platforms. The award recognizes outstanding achievement in design excellence, innovation, and user impact.

About the iF Design Award:

Established in 1954, the iF Design Award is one of the most respected and internationally recognized design competitions in the world. Organized by iF International Forum Design GmbH in Germany, the award attracts thousands of submissions annually from over 50 countries. Winning entries are selected by a jury of internationally renowned design experts based on criteria such as innovation, functionality, aesthetics, responsibility, and differentiation.

Project Highlights – Pundit:

- A fact-checking platform utilizing a human-centered, evidence-based approach to combat online misinformation.
- Integrates expert verification and data synthesis to evaluate the credibility of content shared on social media platforms.
- Designed to empower users with accurate, time-saving information, and to support media literacy and civic awareness.

Recognition:

- Selected among thousands of global entries, Pundit was honored for its originality, technical innovation, and potential social impact.
- Featured in the iF Winner Rankings and Global Design Index, placing it among the top service design innovations of the year.

This recognition reinforces my standing as a design professional with exceptional ability, having received one of the field's highest honors from internationally recognized experts.

Links:

[iF Design Award](#)

[Pundit](#)

[Pundit Publication](#)

[Project Deck](#)

Chamber of Naval Architects & Marine Engineers, Istanbul, Turkiye - 2nd Prize – “Ships & Floating Structures of the Future” Design Competition

Awarded for the project: Crocodile – Coast Guard Protection Submarine

In 2012, I was awarded 2nd Prize in the “Design 2012 – Ships & Floating Structures of the Future” Competition, organized by the Chamber of Naval Architects & Marine Engineers (GMO) in Istanbul. The competition aimed to recognize visionary concepts in naval architecture, marine engineering, and sustainable maritime design.

About the Competition:

This national-level competition was jury-reviewed and peer-evaluated by distinguished experts in naval engineering, maritime architecture, and industrial design. Entrants were assessed on their originality, functionality, feasibility, and design innovation, especially regarding futuristic thinking and environmental integration.

Project Highlights – Crocodile:

- Crocodile is a biomimicry-inspired, floating surveillance submarine designed to discreetly monitor maritime borders for Coast Guard use.
- The design integrates camouflage aesthetics, sustainable energy systems, and advanced data transmission capabilities to central command.
- Its unique form and function were developed to enhance territorial security while maintaining environmental harmony.

Recognition:

- Selected from a highly competitive pool of participants, Crocodile earned 2nd place for its strategic innovation, futuristic vision, and defense-oriented design thinking.
- The project was showcased in official GMO publications and gained recognition within Türkiye's maritime innovation community.

This honor reflects my exceptional ability to conceptualize and design forward-thinking, technically relevant solutions in complex domains such as naval architecture.

Links:

[Chamber of Naval Architects & Marine Engineers](#)

[Project Publication \(Page 42\)](#)

[Competition Publication](#)

Exhibitions

(Selected invitations as speaker, curator, juror, and panelist in internationally and nationally recognized events)

Parsons School of Design, New York, NY

Jury Member & Curator, Good Interventions International Strategic Design Competition (2025)

Invited by the School of Design Strategies to evaluate interdisciplinary design proposals addressing global social challenges; curated final exhibition content for public installation.

[Good Interventions International Strategic Design Competition](#)

[Good Interventions Page](#)

[Publication](#)

ENTA – Industrial Designers Association of Türkiye, Istanbul, Türkiye

Jury Member, Cosmos: Designing AI-Driven Daily Space Life Solutions (2024)

Evaluated speculative design entries on AI and space innovation; selected finalists in collaboration with an expert panel.

[Cosmos: Designing AI-Driven Daily Space Life Solutions Competition](#)

Leadership & Speaking Roles

- **Nivan An Innovation Conference Podcast - Guest Speaker (2026)**

[Podcast Video](#)

[Publication](#)

- **Service Design Indonesia Service Design Day – Keynote Speaker (2026)**
 - [Publication](#)
 - [Publication](#)
 - [Publication](#)
 - [Service Design Indonesia Website](#)
- **Marwen Blok by Blok Chicago Podcast – Guest Speaker (2026)**
 - [Blok by Blok Chicago Podcast](#)
 - [Publication](#)
- **Service Design in Government – Keynote Speaker (2025)**
 - [Service Design in Government Website](#)
 - [Service Design in Government Speaker Page](#)
 - [Event Recap](#)
- **ADPList Chicago – Speaker Lead & Organizer**
 - **Speaker Lead, Design for Impact: The Double Good Experience - Willis Tower (2024)**
 - [Event Recap](#)
 - **Speaker Lead, Rethinking Work in the Age of AI – Beyond the Hype & Fear - Uber Office (2025)**
 - [Event Recap](#)
 - [Publication](#)
 - **Speaker Lead, Meet the Community – ADPList Chicago (2025)**
 - [Chapter Feature](#)
 - **Speaker Lead, "Are You Designing Products That Truly Meet Customer Needs? – Microsoft Office (2025)**
 - [Event Poster](#)
 - [Publication](#)

[Publication](#)

[Publication](#)

- **Speaker Lead, Decoding Design Hiring– Aon Center (2026)**

[Publication](#)

[Event Link](#)

- **Speaker Lead, Service Design - Connecting Experiences | SDN Chicago Chapter - Workbox (2026)**

[Publication](#)

[Publication](#)

[Event Link](#)

- **UXRPlayground – Guest Speaker & Instructor**

- *Instructor, Design Strategy Course (2025)*

[Course Link](#)

[UXRPlayground Website](#)

[Publication](#)

- *Speaker, Civic Service Design – Playground Talks (2025)*

[Talk Link](#)

- *Speaker, UX Chronicles: Data-Driven Design (2024)*

[Talk Link](#)

- **Türkiye Design Council – Guest Speaker**

- *What is Design Strategy? (2025)*

[Talk Link](#)

[Instagram Link](#)

[Event](#)

[Event Recap](#)

- **Medipol University, Istanbul – Guest Speaker**

- *Industrial Design Department Talks (2024)*

[Event Poster](#)

[Event Recap](#)

Academic & Jury Roles

- **Kadir Has University – Jury Member**

- *MIX – Master in User Experience Design Capstone Jury (2024)*

[Jury Recap](#)

- **Kadir Has University – Member of the Advisory Board**

- **Industrial Design Department at Kadir Has University’s Faculty of Art and Design (2025)**

[Advisory Board](#)

- **Illinois Institute of Technology (IIT) – Jury Member**

- *Kaplan Innovation Day – Innovation Day Jury (Nov, 2024)*

[Event Recap](#)

[Official Website](#)

- *Kaplan Innovation Day – Innovation Day Jury (May, 2025)*

[Event Recap](#)

[Publication](#)

- *Kaplan Innovation Day – Innovation Day Jury (Nov, 2025)*

[Event Recap](#)

- ***Kaplan Innovation Day – Innovation Day Jury (May, 2026)***

[Event Recap](#)

Acik Radio, Istanbul, Türkiye

Guest Speaker, The Design That Saved the World (2024)

Featured speaker discussing civic innovation and socially engaged design on a nationally broadcast program focused on design and sustainability.

[The Design That Saved the World](#)

Service Design Network Young Talent Board, Berlin, Germany

Keynote Speaker, Service Design in Local Governments (2024)

I participated as a keynote speaker in main stage, In my presentation on the importance of service design in local governments, we explored numerous global examples and touched on the potential benefits of having service designers as future mayors to enhance societal quality.

[Publication](#)

[Publication](#)

Service Design Network Young Talent Board, Berlin, Germany

Panelist, Challenges and Opportunities in Interdisciplinary Collaboration (2024)

I participated as a guest panelist, we identified key levers that will open doors to holistic and innovative approaches.

[Conference Website](#)

[Publication](#)

[Publication](#)

Turkish Industry and Business Association (TÜSİAD), Istanbul, Türkiye

Featured Speaker, Bu Gençlikte Bir İş Var (2024)

Invited to speak on design entrepreneurship and strategic innovation for youth-focused business development.

[Publication](#)

City of Usak Science and Art Center, Usak, Türkiye

Invited Speaker, Career Talks for Future Leaders (2024)

I had the opportunity to engage with K12 students about how they can expand their horizons beyond the confines of their small city. We discussed their career pathway options.

[Publication](#)

Türkiye Design Council, Istanbul, Türkiye

Workshop Facilitator, Strategic Design for Social Innovation (2024)

Led an interactive design workshop for public and private sector stakeholders on system thinking and service innovation.

[Publication](#)

Service Design Network, Berlin, Germany

Panelist, International NextGen Conference (2024)

[Publication](#)

Kadir Has University, Istanbul, Türkiye

Podcast Guest, Fabrika Podcast (2024)

[Podcast Episode](#)

Guest Speaker, Ambassador Interview Series (2023)

Represented global service design community in panel discussions and interviews on the future of public sector and social design.

[The Role of Service Design in Public Service](#)

Keynote Speaker, Think About Design, Design Hub-Ist (2022)

Shared insights on civic design, design education, and emerging methodologies for creative leadership.

[Design Hub-Ist](#)

UXR Playground, Istanbul, Türkiye

Guest, UX Chronicles (2023)

What is strategic design and what isn't strategic design?

[UXR Playground Episode](#)

ENTA – Industrial Designers Association of Türkiye, Istanbul, Türkiye

Podcast Host, Bi Tik Buyutelim (2019–2023)

Produced and moderated 5 seasons of this internationally streamed podcast spotlighting young designers from around the world.

[Bi Tik Buyutelim All Episodes](#)

Guest Speaker, Design for Good Podcast (2023)

Discussed design's role in civic and social impact projects.

[Design for Good Podcast](#)

Rosenfeld Media, New York, NY

Keynote Speaker, Civic Design Conference (2022)

Presented on service design's role in local government and community transformation in the U.S. and abroad.

[Civic Design Conference 2022](#)

[Publication](#)

Tepta Lighting, Istanbul, Türkiye

Guest Speaker, Cities and Shapes Program (2021)

Participated in a discussion on urban design and lighting in public spaces.

[Cities and Shapes](#)

Lancaster University, United Kingdom

Guest Speaker, Imagination Lancaster Program (2021)

Delivered a lecture on design research and interdisciplinary methodologies.

[Imagination Lanchester](#)

Metropolitan Municipality of Izmir, Türkiye

Panel Moderator, What is Civic Design? – Good Design 5 / Common Futures (2020)

Moderated expert discussions on participatory design and governance innovation.

[What is Civic Design?](#)

EU Union Regional Industrial Design & Hybrid Modelling Center, Gaziantep, Türkiye

Keynote Speaker, Design from the Frontier – International Conference (2017)

Presented strategies for embedding industrial design within regional development initiatives.

[Design from the Frontier](#)

Membership in Professional Associations

Service Design Network (SDN)

Member

The Service Design Network (SDN) is one of the world's leading professional organizations dedicated to advancing service design practice, research, and education across disciplines. Membership is recognized internationally as a credential that reflects a practitioner's expertise and leadership in service design.

- SDN membership, especially at the professional level, is not automatically granted; it requires a demonstrated commitment to service design through professional experience, research contributions, and alignment with the network's core competencies.
- The review process is conducted by senior members and international experts, ensuring that only practitioners with recognized merit and professional excellence are accepted.

- SDN members benefit from exclusive access to international design publications, conferences, and peer-reviewed academic platforms, and are often called upon to contribute thought leadership to global service design conversations.

Link:

[Service Design Network](#)

Industrial Designers Society of America (IDSA) Professional Member

The Industrial Designers Society of America (IDSA) is one of the most established and internationally recognized professional organizations dedicated to advancing the practice of industrial design. Founded in 1965, IDSA represents a global community of designers working across product design, UX, service design, and innovation strategy.

Professional membership in IDSA is not automatically granted; it requires a demonstrated record of professional experience, design practice, and contributions to the field. Applicants are evaluated based on their portfolio, professional achievements, and alignment with the organization's standards of design excellence.

The review process is conducted by experienced professionals and peers within the design community, ensuring that membership reflects recognized merit and a high level of professional competency.

IDSA members gain access to industry-leading resources, including conferences, publications, and professional networks, and are positioned to contribute to ongoing discourse shaping the future of design, innovation, and human-centered practice.

Link:

[Industrial Designers Society of America](#)

ENTTA – Industrial Designers Association of Türkiye Founding Member & Active Contributor

ENTTA is a Turkey-based professional design organization established through comprehensive research and a collaborative, forward-thinking model. The association was shaped by contributions from designers across different regions and diverse educational backgrounds, reflecting a multidisciplinary and inclusive approach to the field of industrial design.

ENTTA aims to strengthen the industrial design profession by advancing the relationship between education and industry, elevating professional standards, and fostering innovation-driven practices. The organization actively works to create new opportunities that support designers' professional growth while generating added value for manufacturers and the broader economy.

Through its initiatives, ENTTA contributes to the development of a more dynamic, accessible, and industry-focused design ecosystem, supporting both emerging and experienced designers in building

impactful careers.

- ENTA membership, particularly for leadership and active contributors, is based on demonstrated achievement and peer recognition within the design industry.
- New members and collaborators are evaluated based on their professional portfolio, contributions to the field, and alignment with ENTA's standards of design excellence.
- The organization fosters collaborations with international design councils, universities, and industry leaders, further elevating the professional status of its members.

Link:

[ENTA - Industrial Designers Association of Turkiye](#)

[Founder Member](#)

Education

Parsons School of Design, NY, NY: Master of Science, Strategic Design and Management, 2020
(Departmental Honors)

Kadir Has University, Istanbul, Turkiye: Bachelor of Science, Industrial Design, 2015

University of the Arts London - Central Saint Martins College of Art, UK, Design Research, 2011