

GUNES KANTAROGLU

Interaction Designer | Cognitive Scientist

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Experience

- 2017 ● **IDEO** | Feb 2017 - current
Project Lead & Senior Interaction Designer
I lead design teams to develop products and services for a range of clients & businesses.
- 2016 ● **Philips Design** | Jan 2016 - Feb 2017
Interaction Designer
End to end product development in healthcare innovation.
- 2014 ● **Vodafone** | 2014 - 2015
Customer Experience Designer
Data-driven digital products such as MyVodafone app and other mobile services.
- 2011 ● **Vodafone** | 2011 - 2014
Data Scientist
I started out as a modelling analyst and later came to lead and manage the analytics strategy for calculating customer value.



Expertise

Storytelling
Experience Design
Service Design
Design Ideation
Design Strategy
User Research
Data analysis
Statistical Modeling
Databases
Data mining
Scientific Research



Tools

Pen & Paper
Illustrator
Photoshop
After Effects
HTML/CSS
Premiere
Final Cut Pro
Ableton
Arduino
Processing
Statistical Software
Excel
MySQL



Education

- 2015 ● **Copenhagen Institute of Interaction Design**
Master in Interaction Design
Copenhagen / Denmark
- 2008 ● **University of Amsterdam**
MSc. Cognitive Science (2008 - 2010) **Cum Laude**
Amsterdam/ The Netherlands
- 2003 ● **University of St Andrews**
BSc. Psychology and Neuroscience (2003 - 2007) **First Class Degree**
St Andrews / United Kingdom



Process

Field Research
Interviews
Brainstorming
Conceptualisation
Future Scenarios
Speculative Design
Sketching
Rapid Prototyping
User Testing
Concept Development
Design Strategy



Awards

- Core77 and Interaction Design awards (2016)
- Prins Bernhard Cultuurfonds - Young Talent Award
- Huygens Scholarship Programme (awarded to study in the Netherlands)
- University of Oxford PhD Scholarship
- Responsibility in Gambling Trust Research Award