

BAHADIR GURKAN

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Profile Summary

A service designer with 15 years of accumulated experience in graphics, user interface, user experience, brand, and printing design. An academic of human-computer interactions and management of information technologies. Passionate about the research of human behavior, data-driven design, business analysis, cross-functional team relations, and sales operations. A video game enthusiast.

Work Experience (most recent | please ask for more)

Service Designer

Aug 2018 - Ongoing

Lowell, Nordic Digitalization

Turku, FI

- Continuous design, management, and maintenance of the UX & UI for the employee, customer, and client-facing digital service channels (15+ channels in four countries).
- Cross-Nordic stakeholder research for the existing digital products
- Key roles in agile product development and management projects as the full-stack designer and the project manager. (All resulted in significant operational FTE reduction or CX improvement)
- Promotion of service design, design-thinking and data-driven design for the improvement of the company culture.

Doctoral Researcher of Gamification Group

October 2017 - 2021

University of Tampere / Tampere University of Technology

Tampere, FI

- Research topics: Pervasive computing, gamification (of health and wellbeing), AR/VR, motivational affordances, eudaimonia / hedonia, video games
- Qualitative research collaboration w/ LähiTapiola on gamification of health and well-being
- Publications:
 - (2020) *Getting Healthy by Catching Them All: A Study on the Relationship between Player Orientations and Perceived Health Benefits in an Augmented Reality*
 - (2019) *Gameful Self-Regulation: A Study on How Gamified Self-Tracking Features Evoke Gameful Experiences*

Designer

Aug 2016 - October 2017

Fingertip Ltd.

Helsinki, FI

- UI design for Salesforce LEX based Fingertip decision-making application, including both hi-fi and lo-fi wireframing based on user experience analysis.
- Graphic design and production of event and campaign based deliverables (Dreamforce 2016, Dreamforce 2 you Helsinki, and Slush 2016 as events; online, SoMe, printed, and video as campaigns).
- Design and production of customer-specific deliverables (sales and educative material)
- Design and development of the company website including SEO, and UX testing.
- Multiple sales operations including lead retrieving, customer fronted sales meetings, case winnings, after-sales customer satisfaction, account management.

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Education

Ph.D., Gamification

Incomplete

The Tampere University of Technology, Pervasive Computing

Tampere, FI

- Conducting quantitative research on gamification of wellbeing and quantified self, funded by Satakunnan korkeakoulusäätiö and Lähitapiola OY for 2,5 years

M.Sc, Global Information Technologies Management

Graduated December 2015

University of Turku, Turku School of Economics

Turku, FI

- Thesis on serious games. Titled as "Viable Health Games: Elements of Success", thesis research done by Grounded Theory Method

B.A., Computer Information Systems

Graduated September 2010

Near East University, Faculty of Business Administration

Nicosia, CYP

- Thesis on Decision Support Systems. Designed and developed (C++, MS-SQL) Performance Evaluation Software

Skills

- **Languages:** English (Business native), Finnish (A2-B1), Turkish (Native)
- **Management:** Team Leadership, Project Management, Employee Development, Continuous Project Improvement, Budgeting, Time Management, SCRUM, PRINCE2, ITIL, COBIT, TOGAF.
- **Communication:** Community Analysis and Reporting, Prepare and present PowerPoint to customers, Prospect facing sales.
- **Software:** Figma, Illustrator, Photoshop, After Effects, PowerPoint, Word, Excel, PowerBI, Salesforce CRM, Google Analytics, Umbraco, WordPress CMS, DotNetNuke CMS, Unity, PowerBI
- **Programming Languages:** HTML, CSS, Php, SQL, .Net, C++, Delphi7.
- **Others:** Acting, singing, basketball, shoe crafting, bakery, woodworking, driving