

BAHADIR GURKAN

Turku, FI • gurkan.bg@gmail.com • +358 (0) 40 359 39 39 • bahadirgg.com

Professional Experience

Digital Product & Service Designer **Lowell (Nordic)**

Aug 2018 - Ongoing
Turku, FI

From the beginning onwards, I have been the sole designer at Lowell. My work here involves creating the best digital experience for Lowell's clients in Denmark, Finland, Norway, and Sweden to manage their credit endeavors while enabling Lowell's (involuntary) customers to reach solvency through digital convenience. Through my work here, I learned to tackle the intricate problems within the Nordic credit management businesses and how the cultures differ within Nordics while operating in an agile work environment. My work involves:

- Leading the continuous UX & UI design for the customer, and client digital service channels (15+ channels in four countries) with the launch of the first design system
- Periodic cross-Nordic stakeholder research studies for the existing digital products' improvements
- Key roles in agile product development and management projects as the full-stack designer and the project manager. (All results 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 **University of Tampere / Tampere University of Technology**

October 2017 - 2021
Tampere, FI

The Satakunta University Foundation awarded me a 50.000,00€ grant to research the gamification of healthy lifestyles and wellness applications. I conducted one of the leading quantitative studies in the literature on gamification of wellbeing and quantified self. I have also given pre-graduate and graduate-level lectures on the gamification of wellbeing. My research topics of interest were pervasive computing, gamification (of health and wellbeing), AR/VR, motivational affordances, eudaimonia / hedonia, and video games. My publications are:

- (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 **Fingertip Ltd.**

Aug 2016 - October 2017
Tampere, FI

Fingertip was my first employment experience in Finland. Here I learned about the Finnish work culture in a true start-up environment. As a key member of a small team, I performed as a designer generalist and account manager when needed. My work involved:

- UI design for Salesforce LEX-based Fingertip decision-making application
- Video production and graphic design for customer-specific deliverables (sales support and after-sales customer support)
- Graphic design for events (Dreamforce 2016, Dreamforce 2 you Helsinki, and Slush 2016) and campaigns.

- Design and development of the company website
- Lead generating, customer-fronted sales meetings, case winnings, after-sales customer satisfaction, and account management.

Visual Communication Expert / PM
MG Communications Strategy Agency

Dec 2010 - May 2014
Ankara, TR

My first high-profile full-time employment began at MG as a graphic designer. After various successful projects, I received a promotion and became the in-house project manager. Here I learned to communicate with businesses from diverse industries, how to understand their needs and deliver communications strategy solutions for them. My work involved:

- Brand creation and development as an external consultant to MG's clients
- Graphic design for printed magazines, journals, and other visual assets
- Project management

Designer Generalist
Freelancer, Bahadirgg.com

2005 - Jan 2022
Global

I have started my professional design journey as a side hustle during my bachelor's studies. Although I decided to stop providing freelance services in early 2022, I keep an open door for projects close to my heart. My interests include immigrants' issues, health & wellbeing, adolescent education, and fine arts.

Education

- **Ph.D.**, Human-Computer Interactions / Pervasive Computing @ University of Tampere | Finland, 2017-2018 (*Incomplete*)
- **M.Sc.**, Global Information Technologies Management @ University of Turku, Turku School of Economics | Finland, 2014 - 2016
- **B.A.**, Computer Information Systems @ Near East University, Faculty of Business Administration | Cyprus, 2005 - 2010

Skills

- **Design:** Advanced literacy over universal methods of design and design research, service blueprinting, touchpoint analysis, empathy, lo-fi and hi-fi wireframing, prototyping, workshop hosting
- **Software:** Figma, Illustrator, Photoshop, After Effects, PowerPoint, Word, Excel, PowerBI, Salesforce CRM, Pardot, HubSpot, Google Analytics, Umbraco, WordPress CMS, Jira, Confluence, HTML, CSS, SQL, .Net, C++, Delphi7, PHP.
- **Management:** Team leadership, agile project management, employee development, requirement management, budgeting, SCRUM, PRINCE2, ITIL, COBIT, TOGAF.
- **Language:** English (Business native), Finnish (A2-B1), Turkish (Native)