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portfolio www.aycaakin.net

bio

Ayça is a Brooklyn-based designer who likes to tackle complex social problems. She has four years of experience working as an information, interaction, and visual designer with a focus on design research methods. Ayça is a generalist at heart, but she is particularly interested in the role of design and technology in helping people shape and manage the environments in which they want to live.

design experience

Freelance Designer 01.2006–present

Ethnographic research, identity and branding, interaction, information and communication design, and content writing for clients including Carnegie Mellon University, UPCLOSE, Logical Expression, and the Fruit Tree Planting Foundation.

Deeplocal / Designer 05.2008–01.2009

Ethnographic research, information architecture, branding and identity, marketing strategy, and interaction, information and visual design for a new media design firm. Worked with clients including The Motherhood, the Port Authority of Allegheny County, the Children's Museum of Pittsburgh and the University of Pittsburgh.

Carnegie Library / Design Researcher (Carnegie Mellon University) 01.2008–03.2008

Identified and designed a service design method for the library to increase their membership through a branding and outreach strategy. Contributed exploratory research methods, concept mapping, scenarios, service blueprinting and writing.

Intel Research / Design Researcher 04.2007–08.2007

Part of an interdisciplinary team that explored how communities use new technologies in relationship to urban environments. Contributed field research and ethnographic research, interaction and communication design, cartography and workshop curricula.

Carnegie Mellon University / Conference Coordinator 01.2007–09.2007

One of four organizers of the annual Emergence conference, which focuses on emerging design themes and practices in service design.

Motorola / Design Researcher (Carnegie Mellon University) 01.2007–05.2007

Identified and designed a concept for the future of mobile devices with a focus on media consumption. Contributed exploratory and generative research methods, concept mapping, scenarios, and prototype development and testing.

Carnegie Mellon University / Webteam Coordinator 09.2006–12.2006

Contributed photography, graphic design, layout, content writing, personal interviews, and research for the School of Design website.

WildEarth Guardians / Development Associate 05.2004–7.2005

Design of membership and major donor programs including print publications, web materials, and special events. Also wrote grants and managed a budget.

education

Carnegie Mellon University 05.2006–05.2008

MDes Communication Planning & Information Design

University of Michigan 09.1998–04.2002

BA Political Science / Environmental Studies Minor

methods and tools

Field observations, interviews, contextual inquiries, conceptual models, evaluative research, generative research, personas / scenarios, digital and paper prototypes, visualizations, affinity diagrams, cognitive walkthroughs, and photography.

Adobe Creative Suite, Microsoft Office, Flash, ActionScript, After Effects, XHTML, CSS, Processing, GIS, and pencils.

design publications

Co-Author / Participatory Design Conference 06.2008

“The Neighborhood Networks Project: A Case Study of Critical Engagement and Creative Expression Through Participatory Design”

Contributing Author / Core77 02.2008

“Good For Nothing? Why Nonprofits, Designers + Techies Can’t Talk to Each Other”

Author / Master’s Thesis, Carnegie Mellon University 01.2008

“Designing for Learning and Activism: Finding a Convergence”

awards and distinctions

PRINT Magazine Regional Design Annual / Winner 12.2008

Design of a bicycle map that addresses the difficulties of riding in urban spaces.

Whole Foods Earth Day Competition / Winner 04.2008

Design of a poster about conservation that was printed and distributed to the public.

Motorola’s Mobile Media Life Competition / Winner 05.2007

Design of an innovative mobile product and service that uses social media.

interests

Social innovation, information visualization, public space, design empathy, sustainability, behavior change, learning, storytelling, open source technologies, ubiquitous computing, mobile technologies, and beauty.