

Burcu Avci

Experience designer · Design researcher · Design strategist

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I design experiences: what people go through, how it feels along the way, and what stays with them afterwards. My practice is grounded in human-centred design. Over fourteen years of practice I worked on products, services, brands, exhibitions and interfaces, from early research through QA to post-launch, often in Agile teams. I reframe problems by giving different stakeholders a voice, and I rarely take a step without reading the research first. Today I work across business and art, and I want to spend the next chapter on design for impact.

Now

2020 – now

Independent practice and career break

Belgium

Stepped back from client work to retrain, write and make.

- **One: At a Time · Coffee edition**, art project and exhibition (October 2026)
- **Photo Sculptures**, an art and technology project translating abstract photographs into 3D-printed sculptures (2026)
- **Essays** on creativity, philosophy and lived experience, including “Education?” and “The Tools of the Tool Makers”
- Full-time front-end and back-end web development course, taught in Dutch (2021)
- Dutch to C1 level (2023)

Work experience

Sep 2019 – May 2020

U-Sentric

Senior UX and usability expert · Leuven, Belgium

Design research and usability projects supporting the digital transformation of the European Commission: running user tests and writing usability reports with UX recommendations.

Clients: European Commission (DG COMM, DG JUST, DG DEVCO)

Nov 2018 – Aug 2019

Eurofins

Quality assurance test engineer · Hasselt and Brussels, Belgium

Worked in QA to understand the back end of digital products. Tested digital TV platforms with functional and non-functional testing based on ISTQB methods, in Agile teams.

Clients: Vodafone, Telenet, VOO (on site, Brussels)

Nov 2017 – May 2018

Intago

Customer experience analyst, UX architect · Hasselt, Belgium

Developed digital solutions and strategies from customer needs. Interviews and contextual inquiries, framed into business model canvases, stakeholder maps, personas, user stories and customer journey maps. Moved from as-is to to-be through wireframes, service blueprints, roadmaps and mockups, and built CX toolkits and workshop materials.

Clients: Randstad, Baloise Insurance, Viabuild, RBFA

Oct 2015 – Mar 2017

Branding to Be

Founder, brand experience designer · Istanbul, Turkey

Design consultancy helping entrepreneurs build or improve their brands in line with their desired customer experience and business goals.

Oct 2013 – Oct 2015

Co-MADE multidisciplinary design studio

Co-founder, brand builder · Istanbul, Turkey

Product, interior and graphic design studio. Led branding and interaction design projects and set up business strategy and processes.

Sep 2012 – Jun 2014

Sabancı University

Teaching assistant, part time · Istanbul, Turkey

Visual communication design studio, typography, web design, history of visual communication design, documentary film, Caravaggio, Renaissance visuality, history of photography.

Sep 2011 – Aug 2012

ETMK, Industrial Designers' Society of Turkey

Design manager, part time · Istanbul, Turkey

For the Virtual Museum of Industrial Design of Turkey: presentations, website interfaces, signage, print, fair stands, social media and newsletters.

Jan 2010 – Jan 2011

Trio Design

Exhibition designer · Istanbul, Turkey

Exhibitions, fair stands, interiors and identities with a focus on customer experience.

Clients: Nokia, YKK, Domino's Pizza, Istanbul Auto Show

Jan 2008 – Sep 2009

Iltek Media

Interaction designer · Istanbul, Turkey

Interactive presentations and narratives for corporate events: press conferences, executive meetings, product launches and CEO speeches.

Clients: Turkish Airlines, Vodafone, İş Bank, Koç Group, Doğuş Group

Aug 2006 – Sep 2007

Terminal Design and Space Solutions

Exhibition designer · Istanbul, Turkey

Exhibitions, fair stands, interior units and modular stores with Burkhardt Leitner's Red Dot awarded modular systems. Contributed to more than 200 projects.

Clients: Visa, Banksoft, Tarih, Garanti GYO

Education

2012 – 2015

MA in Visual Communication Design

Sabancı University · Istanbul · CGPA 3.88/4.00, high honour

New media, interaction design, art, technology and culture, photography. Audited typography, interface design, visual thinking, digital marketing, strategic brand management and consumer behaviour.

2002 – 2006

Bachelor of Industrial Design

Middle East Technical University · Ankara · CGPA 3.09/4.00, honour

Design management, marketing, consumer psychology, ergonomics, materials and manufacturing, meaning in design, interaction design.

Publications

Dec 2015

The age of glance: multitasking with mobile devices in contemporary cultural industry

Journal article · Metaverse Creativity 5(2), pp. 177–189

May 2015

Self-knowledge through self-tracking devices: design guidelines for usability and a socio-technical examination from a posthumanity perspective

MA thesis · Sabancı University

Certificates

Oct 2021

Front-end and back-end web development

Cevora, Obelisk, Multimed

HTML, CSS, JavaScript, MySQL, PHP, Angular, Laravel

Sep 2020

LinkedIn Learning

Becoming a product manager, advanced Google Analytics, advanced SEO, data analytics, design sprints, interaction design flows, programming foundations

Jan 2017

Interaction Design Foundation

Usability testing, user research methods, mobile UX, human-computer interaction, web design for usability, design thinking

Skills and languages

Tools

- UX and UI: Figma, Claude Design
- AI-assisted design and prototyping: Claude, code built with AI
- Graphic and brand: Illustrator, Photoshop, InDesign
- Product and space: Rhinoceros, 3ds Max, V-Ray, AutoCAD, SolidWorks, Arduino

Languages

- Turkish, native
- English, advanced (TOEFL iBT 106/120)
- Dutch, C1 (PCVO Moderne Talen, 2023); worked in Dutch-speaking teams 2017-2020

References available on request.