

YAĞMUR KOCAMAN, SHE/HER

Design, HCI &UX Researcher | Istanbul, Turkey (Open to relocation)

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I'm a researcher with a PhD in Design, Technology and Society (Interaction Design) and a background in Industrial Design. I'm interested in researching alternative techno-material practices in interactive experiences and combining qualitative inquiry with critical making.

Human-Food Interaction (HFI); Research through Design; Critical, Speculative and Transformative Futures;
Multisensory Interfaces; Participatory Research Methods

EDUCATION

Ph.D. in Interaction Design, 2024, Design, Technology & Society, Koç University
Industry focused Ph.D. funded by TÜBİTAK (Scientific and Research Council of Turkey) and Arçelik.

Research contribution on the design of novel Human-Food Interaction (HFI) artifacts considering the social, emotional, somatic, spatial, practical and taste-related values weaved into everyday food interactions.

B.Sc., Industrial Product Design, 2018, Istanbul Bilgi University (Full governmental scholarship)

A.A.S., Agriculture, 2020, Anadolu University

PROFESSIONAL EXPERIENCE

Senior UX Researcher

Dec 2024 - Present

Beko Global

- Lead UX research activities within product development teams. Responsible of running user research in mainly two projects: IoT enabled induction and conversational agent.
- Plan, run and report user interviews, usability tests, expert reviews and contextual inquiries to inform early-stage concepts and refine product and UI features for all product categories.
- Communicate research findings with industrial designers, engineers, and product managers to and follow up on project development process to ensure design decisions align with user-defined strategies.

Design and UX Consultant

Aug 2024 - Present

Freelance

- Redesigned the office corridors of Koç University Dean of Students to foster greater student engagement and inclusive spatial experience.
- Designed a web-based UI dashboard for Yellow Health, including data visualizations for periodic health tracking, custom web icons, logos and motion graphics.

Research Associate

Sep 2019 - Nov 2024

Koç University Arçelik Research Center for Creative Industries

- Participated in and organized user-centered design research workshops as part of multi-stakeholder research projects.
- Built and managed a participant pool of 1,000+ users in Qualtrics XM Directory for user-centered research; developed and ran a certification program to ensure participant engagement and retention.
- Acted as Lab Coordinator in 2023 to handle day-to-day operations including equipment procurement, organizing team building events and coordination of graduate applications.

Industrial Designer

Dec 2018 - Mar 2019

Buka Sofa

- Constructing easy-assembly instructions and drawing instruction manuals.
- Preparing production blueprints and monitoring the production process.

TEACHING EXPERIENCE

Course Instructor, Koç University

Developed the undergraduate elective course Basic 3D Printing for Design in Media & Visual Arts Dept., supported by positive student feedback. Later adapted the course for Highschool level in 2024 Summer School.

Teaching Assistant, Koç University

Design Thinking (Undergraduate course) – Fall 2019 – Spring 2022

UX Project (Undergraduate course) – Spring 2020

Interdisciplinary Research Methods (Graduate course) – Fall 2021 – Spring 2022

Design Thinking for Disruptive Innovation (Executive MBA) – Fall 2020 – Spring 2023

Industry Training

Taught Design Thinking to 400+ professionals across 60+ companies under the Graduate School of Business MBA Module between Fall 2019 and Spring 2023.

Student Project Supervision

Bachelor's Graduation Project, Betül Engez, Koç University, Media and Visual Arts

Master's Final Project, Deniz Barış Narlı, New York University, Digital Media and Innovation

SELECTED PUBLICATIONS IN SCIENTIFIC JOURNALS AND CONFERENCES

Yağmur Kocaman, Fatma Doğrul, Egemen Aydoğan. 2025. **Heuristics Based User Experience Evaluation for Identifying Challenges in IoT Enabled Conversational Agent Design.** Human-Agent Interaction (HAI '25). (In publication)

Yağmur Kocaman and Oğuzhan Özcan. 2025. **Pick your Foodiebuddy: Travelers' Reflection on a Personal Taste Exploration Gadget.** Tangible, Embedded, and Embodied Interaction (TEI '25).

<https://doi.org/10.1145/3689050.3706010>

Yağmur Kocaman, Damla Gözde Kocaman, and Oğuzhan Özcan. 2024. **Discovering design implications for future food experiencing artifacts.** DRS2024: Boston. <https://doi.org/10.21606/drs.2024.420>

İhsan Ozan Yıldırım, Ege Keskin, Yağmur Kocaman, Murat Kuşçu, & Oğuzhan Özcan (2024). **From Concept to Implementation: Streamlining Sensor and Actuator Selection for Collaborative Design and Engineering of Interactive Systems.** IEEE Sensors Journal. <https://doi.org/10.1109/JSEN.2024.3373059>

Yağmur Kocaman, Aslı Ermiş-Mert & Oğuzhan Özcan. 2022: **Exploring Users Interested in 3D Food Printing and Their Attitudes: Case of the Employees of a Kitchen Appliance Company.** International Journal of Human-Computer Interaction. <https://doi.org/10.1080/10447318.2022.2104835>

Kocaman, Y., Bulut, T. U., & Özcan, O. **Mobile Food Printing in Professional Kitchens: A design inquiry of potential applications.** 2024. International Journal of Food Design (EFOOD'24 Proceedings & IJFD Special Issue) (Accepted - In publication)

FUNDING & CERTIFICATIONS

2250 Graduate Scholar Performance Incentive Program, TÜBİTAK, 2022/02 - 2025/02

2244 Industry Funded PhD Grant, TÜBİTAK, Project no 118C095

Enterprise Design Thinking Practitioner, IBM, May 12, 2024

Social and Behavioral Responsible Conduct of Research, Jan 2021, CITI Program, Record ID 38995066

UX Research Bootcamp, UX Services, Jul 2019

RESEARCH METHODS

User interviews, Usability testing, Diary studies, Qualitative data analysis, Research Through Design (RtD), Affinity mapping, Personas, Journey mapping, Surveys, Participatory research methods, Literature research

QUAL & QUANT ANALYTICS

MAXQDA, Taguette, Jamovi, Stata, Qualtrics, MS Excel, QlikSense, Google Analytics

DESIGN SOFTWARE

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma, Miro, Procreate, MS Word, MS Powerpoint, Keyshot, Rhinoceros, Cura, PrusaSlicer

LANGUAGES

English, Professional working proficiency
Turkish, Native
Spanish, Limited