

YAĞMUR KOCAMAN, SHE/HER

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

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I'm an early career researcher with a PhD in Design, Technology and Society (Interaction Design) and a background in Industrial Design. I'm interested in researching and shaping human-AI interactions in the industry context, focusing on multimodal experiences.

Research through Design; Multisensory and Multimodal Interfaces; Participatory Research Methods

EDUCATION

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

Research contribution on the design of novel Human–Food Interaction artifacts informed by the social, emotional, somatic, spatial, practical, and taste-related values woven into everyday food practices. Using a Research through Design approach, I developed several conceptual research prototypes that explored how technology may mediate multisensory food experiences. Delivered a design recommendation framework for creating experiential and value-sensitive food technologies beyond techno-solutionist approaches.

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 within cross-functional product teams, driving evaluative user research and scenario development for an AI-powered conversational agent supporting multimodal home appliance interactions. Focused on activity-centric, adaptive user experiences shaped through human–AI interaction.
- Plan, run and report ideation workshops, user interviews, usability tests, expert reviews and contextual inquiries to inform and generate 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 - Dec 2024)

Freelance

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

Research Associate (Sep 2019 - Nov 2024)

Koç University Arçelik Research Center for Creative Industries

- Organized and participated in 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

- Constructed easy-assembly instruction manuals, illustrated the booklets and was responsible of the final print production sent with the furnitures.
- Prepared production blueprints and monitored the production process.

TEACHING EXPERIENCE

Course Instructor, Koç University, Media and Visual Arts

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, Media and Visual Arts

Acted as a teaching assistant mentoring interdisciplinary students in several design oriented undergraduate courses.

- Design Thinking (Undergraduate course) – Fall 2019 – Spring 2022
- UX Project (Undergraduate course) – Spring 2020

Graduate Teaching Assistant, Koç University, Design Technology and Society

Planned and conducted day-to-day course activities and outputs.

- 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

Master's Final Project, Deniz Barış Narlı, 2024 - New York University, Digital Media and Innovation
Bachelor's Graduation Project, 2024, Betül Engez - Koç University, Media and Visual Arts

SELECTED PUBLICATIONS IN SCIENTIFIC JOURNALS AND CONFERENCES

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

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

Yağmur Kocaman, Damla Gözde Kocaman, and Oğuzhan Özcan. [Discovering design implications for future food experiencing artifacts](#). DRS2024: Boston.

İhsan Ozan Yıldırım, Ege Keskin, **Yağmur Kocaman**, Murat Kuşçu, & Oğuzhan Özcan. [From Concept to Implementation: Streamlining Sensor and Actuator Selection for Collaborative Design and Engineering of Interactive Systems](#). IEEE Sensors Journal. 2024.

Yağmur Kocaman, Taylan Utku Bulut, & Oğuzhan Özcan. [Mobile Food Printing in Professional Kitchens: A design inquiry of potential applications](#). International Journal of Food Design (EFOOD'24 Proceedings & IJFD Special Issue) (Accepted - In publication)

Yağmur Kocaman, Aslı Ermiş-Mert & Oğuzhan Özcan. [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. 2022.

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

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

WORKSHOPS & EXHIBITIONS

Fast Track 2.0, Zorion, Beko, Apr 2025

Design Talks, On Interaction Design, Istanbul Technical University, Nov 2019

Hemzemin, Santralistanbul, Kampüste bir bahçe (a garden in campus), Jun 2018

The New Domesticity, Hellokiti, SALT, Jan 2016 & Dutch Design Week Sep 2016

Le Musée d'Histoire Naturelle de Constantinople, Studio X, Venue Planning Assistantship, Jun/Aug 2015

Temporary Museum for Craft Cultures, 2nd Istanbul Design Biennial, in collaboration with Design Academy Eindhoven and Repair Society, May 2014

Design Manual for Tourists, 2nd Istanbul Design Biennial, workshop with IN.Formal Academy, May 2014

ACADEMIC SERVICES

Peer reviewer for ACM Conferences (DIS, TEI, CHI, MuC, CUI, HAI) and British Food Journal

Poster Track Associate Chair, ACM HAI 2025

CONFERENCE PRESENTATIONS

HAI, Nov 2025, Poster presentation, Heuristics Based User Experience Evaluation for Identifying Challenges in IoT Enabled Conversational Agent Design

TEI, Mar 2025, Pick your Foodiebuddy: Travelers' Reflection on a Personal Taste Exploration Gadget

EFOOD, Nov 2024, Mobile Food Printing in Professional Kitchens

DRS, Jun 2024 Discovering design implications for future food experiencing artifacts

REFERENCES

Prof. Oğuzhan Özcan, Koç University, Media and Visual Arts, oozcan@ku.edu.tr

Prof. Marianna Obrist, University College London, Department of Computer Science, m.obrist@ucl.ac.uk

Assoc. Prof. Aykut Coşkun, Koç University, Media and Visual Arts, acoskun@ku.edu.tr