KURSAT OZENC

Senior Principal Designer
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SUMMARY

Senior Principal Designer with a track record of driving 0-1 product innovation at global organizations—JPMorgan Chase, SAP, and Autodesk. Ph.D. in Design, two-time published author, and Stanford d.school lecturer experienced in building and inspiring high-performing teams. Skilled at uniting strategic business goals with user-centered design, leveraging cloud-based technologies, AI/ML integrations, and human-centered design processes to deliver exceptional product experiences at scale.

CORE COMPETENCIES

- **Design Leadership & Mentorship**: Building, coaching, and scaling diverse design teams; cultivating inclusive, design-driven cultures
- **Strategic UX Vision**: Aligning human-centered design strategies with business objectives for measurable, data-backed impact
- **0-1 Product Innovation**: Guiding products from discovery to launch, integrating user research, rapid prototyping, and iterative testing
- **Cross-Functional Collaboration**: Partnering with engineering, product, data science, and executive stakeholders to deliver solutions
- **Design Thinking & Facilitation**: Leading design sprints, workshops, and adoption of user-centered methodologies across organizations
- **Service Design & Systematization**: Creating frameworks, toolkits, and design systems to drive alignment and clarity for large-scale teams
- **Stakeholder Management**: Presenting to C-suite, securing buy-in for design initiatives, and shaping product roadmaps
- **Cloud & AI/ML Solutions**: Embedding cloud-based architectures and AI-driven workflows into enterprise-scale products

PROFESSIONAL EXPERIENCE

Senior Principal Designer, JPMorgan Chase | Palo Alto | Feb 2024 – Present

- **0-1 Product Innovation**: Spearheaded UX strategy for a B2B digital wallet product from discovery to high-fidelity design, leveraging insights from rapid prototyping and user testing.

- **High-Impact Partnerships**: Led product discovery research and concept testing that secured a critical ERP-provider partnership—unlocking a $500M business opportunity.
- **Team Leadership**: Oversee and grow a cross-functional innovation team; mentor emerging talent and shape a design-driven, customer-obsessed culture in a highly regulated environment.

Lecturer, Stanford d.school | Palo Alto | Feb 2014 – Present

- **Teaching & Thought Leadership**: Educated 400+ graduate and undergraduate students on design thinking, creativity, and prototyping methods.
- **Authorship & Influence**: Authored *Rituals for Virtual Meetings* and *Rituals for Work* (20K+ in sales; 4.2+ Amazon rating), establishing thought leadership around team culture, collaboration rituals, and innovation practices.

Principle Designer, JPMorgan Chase | Palo Alto | Sep 2021 – Jan 2024

- **Early Product Discovery**: Conducted in-depth interviews with 70+ startup founders to validate a digital banking platform, influencing a $150M investment decision.
- **Strategic Alignment**: Partnered with executives and cross-functional leads to embed design insights into the product roadmap for a next-generation digital banking experience.

Principal Designer, SAP Labs | Palo Alto | Apr 2018 – Sep 2021

- **ML Integration**: Designed a machine learning app for a Fortune 500 client, improving inventory allocation predictions by 30%.
- **Innovation Enablement**: Developed a human-centered design toolkit implemented by 437,000+ SAP customers, embedding design thinking and agile processes across enterprises.
- **Culture of Innovation**: Spearheaded internal programs that promoted a design-driven mindset within product and engineering teams.

Senior UX Designer, SAP Labs | Palo Alto | Nov 2015 – Apr 2018

- **Service Design Transformation**: Introduced service design methodologies to optimize internal tool ecosystems, streamlining cross-functional workflows across multiple departments.
- **Scalable Solutions**: Designed an email engagement tool utilized by community leaders in a workforce of 80,000+ employees, improving collaboration and information-sharing.

Senior UX Designer, Autodesk | San Francisco | Oct 2011 – Sep 2015

- **End-to-End UX Delivery**: Owned critical data import workflows for Autodesk InfraWorks, boosting usability and user satisfaction through iterative prototyping and usability testing.
- **Platform-Wide Impact**: Co-developed a unified notification architecture for InfraWorks, ensuring consistency and clarity across all product components.

VOLUNTEER EXPERIENCE

Board Member, Springtide Research Institute (Jan 2021 – Dec 2023)

- Supported organizational strategy, advised on research initiatives, and advocated for user-centered approaches to enhance community impact.

EDUCATION

Doctor of Philosophy (Ph.D.) in Interaction Design
Carnegie Mellon University, (GPA: 3.94)

Research Focus: Designing Products and Services for Life Transitions

Master of Fine Arts (MFA) in Visual Communication Design
Sabanci University

Bachelor of Design in Industrial Product Design
Middle East Technical University

SELECT PUBLICATIONS

- **Rituals For Virtual Meetings** (Wiley, Oct 2021): Provide practical frameworks for fostering virtual team cohesion and productivity.
- **Rituals for Work** (Wiley, Apr 2019): Reference guide for designing and reinforcing team culture through mindful rituals.

ADDITIONAL SKILLS & INTERESTS

- **Core Design Skills**: UX Strategy, Research, Personas, Stakeholder Mapping, Service Blueprints, Interaction Design, Prototyping, User Journeys, Storytelling
- **Tools & Technologies**: Figma, Adobe Creative Cloud, Miro, Jira, Confluence
- **Languages**: English (Professional), Turkish (Native)
- **Interests**: Cross-functional leadership, shaping design cultures, integrating AI/ML in UX, mentoring emerging designers