

# Kursat Ozenc

Senior Principal Designer

fkozenc@gmail.com

<https://www.linkedin.com/in/kursatozenc/>

[www.kursatozenc.com](http://www.kursatozenc.com)

650-665-1519

SUNNYVALE, CA, 94086, United States

Principal design lead with 15+ years of UX strategy and product design experience. Proven track record driving business growth at JPMorgan Chase and Fortune 500 companies. Author, Stanford lecturer, and Ph.D. in design, specializing in innovation and culture.

## Core Skills

UX Strategy and Research, Interviews, Persona, Stakeholder Map, Customer Insights, Service Blueprints, End to End User Journey Maps., Product Design, User flows, Interaction Design, Wireframing, Prototyping, Scenarios, User Stories, Stakeholder Management, Design Direction, Collaboration, Working with C-Suite, Leadership, Storytelling, Culture Building, People Management, product strategy, user experience, program management, Systems Thinking, user interface, user needs, mockups, human-computer interaction, Decision making, ability to collaborate, creative solutions, motivate teams, enthusiasm

## Education

### Carnegie Mellon University

#### Doctor of Philosophy

Interaction Design, Design Research, Designing for Life Transitions  
GPA 3.94

### Sabanci University

**MFA** Visual Communication Design

### Middle East Technical University

#### Bachelor of Design

Industrial Product Design

## Languages

**English** (Professional)

**Turkish** (Native)

## Work Experience

### Senior Principal Designer

Feb 2024 - Present

*JPMorgan Chase | PALO ALTO*

- Spearheaded UX in the 0-1 product development
- Conducted product discovery research, concept design, and testing, leading to a critical partnership with an ERP provider, unlocking a 500MM business opportunity

### Lecturer

Feb 2014 - Present

*Stanford d.school (Institute of Design) | PALO ALTO*

- Taught over 400 graduate and undergraduate students
- Authored *Rituals for Virtual Meetings* (Wiley) and *Rituals for Work* (Wiley) with 4.2 Amazon ratings

### Principal Designer

Sep 2021 - Jan 2024

*JPMorgan Chase | PALO ALTO*

Led the product strategy in defining a new client platform for innovation economy clients

- Early product discovery and product strategy validation with 70+ startup founders, directly influencing a \$150M investment decision

### Principal Designer

Apr 2018 - Sep 2021

*SAP Labs | PALO ALTO*

- Designed a machine learning app for a Fortune 500 company, improving inventory allocation prediction by 30%.
- Led Innovation Culture Enablement programming and developed a human-centered design innovation toolkit, enabling design thinking for 437, 000 SAP customers worldwide.

### Senior UX Designer

Nov 2015 - Apr 2018

*SAP Labs | Palo Alto*

- Introduced service design to internal tools organization, influencing the simplification of internal tool landscape
- Designed an email engagement tool for 80, 000 SAP employees

## Publications

### Rituals For Virtual Meetings Oct 2021

*Wiley*

A book with practical insights and rituals on managing a virtual team's energy and, thus, its culture.

### Rituals For Work Apr 2019

*Wiley*

A visually engaging book for leaders to design their team culture with rituals.

## Senior UX Designer

Oct 2011 - Sep 2015

*Autodesk | SAN FRANCISCO*

- Led end to end UX for data import workflows in Autodesk
- InfraWorks, enhancing usability and user satisfaction.
- Co-developed the notification architecture for the InfraWorks
- Platform, , improving user engagement and system efficiency  
[www.kursatozenc.com](http://www.kursatozenc.com) 650-665-1519 [fkozenc@gmail.com](mailto:fkozenc@gmail.com)

## Volunteer Experience

### Board member

Jan 2021 - Dec 2023

*Springtide Research Institute*