

## Asst. Prof. Berke Atasoy

### Personal Information

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### International Researcher IDs

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### Biography

Berke Atasoy has graduated from TED Ankara College in 1993 and enrolled in the Department of Industrial Design at Middle East Technical University [METU] in Ankara, Turkey. After completing his bachelor studies in 1997, he started studying Graphic Design at Bilkent University and obtained his master's degree in 2000 in Ankara. Between 1999 and 2006, while working as an Interaction Designer, he also taught design as a part-time lecturer consecutively at Graphic Design Department at Bilkent University and METU Industrial Design Department. In 2003, he founded and taught the "Visual Narrative in Design" course for three years at METU. The course's objective was to develop the design student's ability to analyze design decisions by familiarizing them with concepts of storycraft as a deciphering tool.

In 2006 he decided to test his skills internationally and moved to Sweden. After studying Advanced Design Visualization at Umeå Institute of Design, he joined Ergonomidesign (now McKinsey Design) in Stockholm as an Interaction Designer in 2007. He was awarded a RedDot Award and nominated for Swedish Design Award for his work during this period.

In 2009, he relocated to The Netherlands to start his Ph.D. in the User-Centered Engineering research group at the Industrial Design Department Eindhoven University of Technology. He was awarded a Marie Curie Fellowship, and European Commission supported his research as a part of the FP7 to promote 'creative design for innovation in science and technology. During this time, he founded, designed and developed Storyply Method and Framework.

In 2014, he started his design agency called DesignStroll in Eindhoven that provides strategic and hands-on expertise in guiding business, design, and R&D projects towards innovative user-centered software, hardware, and service-based solutions. He collaborates with companies, universities, and professionals interested in designing meaningful and engaging user experiences and services such as Philips, Canon, Ikea, TetraPak, Renault, Exact, Epiroc and Miro. He regularly gave/gives lectures and conducts workshops at international design schools such as Domus Academy in Milano, Umeå Institute of Design, Eindhoven University of Technology, Tecnológico de Monterrey and Design Academy Eindhoven.

In 2020 he acquired his Ph.D. from the Industrial Design Department Eindhoven University of Technology. He joined TED University as an Assistant Professor at the Department of Visual Communication Design in The Faculty of Architecture and Design in September 2021.

### Education Information

Doctorate, Technische Universiteit Eindhoven, Industrial Design, Industrial Design, Netherlands 2009 - 2020

Postgraduate, Umea Universitet (Umea University), Umea Institute of Design, Advanced Design Visualization, Sweden 2006 - 2007

Postgraduate, Ihsan Dogramaci Bilkent University, Fine Arts Faculty Of Design And Architecture, Department Of Graphic

Design, Turkey 1998 - 2000

Undergraduate, Middle East Technical University, Faculty Of Architecture, Department Of Industrial Design, Turkey 1993 - 1997

## Foreign Languages

English, C2 Mastery

## Dissertations

Postgraduate, Design o, Ihsan Dogramaci Bilkent University, Institute Of Fine Arts, Graphic Design, 2000

## Academic Titles / Tasks

Assistant Professor, TED University, Faculty of Architecture and Design, Department of Visual Communication Design, 2021 - Continues

Researcher, Technische Universiteit Eindhoven, Industrial Design, Systemic Change (f/k/a User Centered Engineering), 2009 - 2012

Lecturer, Middle East Technical University, Faculty Of Architecture, Department Of Industrial Design, 2000 - 2006

Lecturer, Ihsan Dogramaci Bilkent University, Güzel Sanatlar, Tasarım ve Mimarlık Fakültesi, Grafik Tasarım, 1998 - 2000

## Courses

Visual Communication Techniques II, Undergraduate, 2023 - 2024, 2021 - 2022

Visual Communication Techniques II, Undergraduate, 2023 - 2024, 2022 - 2023

Introduction to Design Methods, Undergraduate, 2021 - 2022

Basics of Design, Undergraduate, 2022 - 2023, 2021 - 2022

Visual Communication Techniques I, Undergraduate, 2022 - 2023

Visual Communication Techniques I, Undergraduate, 2022 - 2023, 2021 - 2022

## Books & Book Chapters

- I. STORYPLY: Designing for User Experiences Using Storycraft**  
Atasoy B., Martens J.  
in: Collaboration in Creative Design Methods and Tools, , Editor, Springer, 2016

## Refereed Congress / Symposium Publications in Proceedings

- I. Engelsiz Film Festivali Katılımcı Deneyiminin Haritalanması**  
Atasoy B.  
2. Film Festivalleri Sempozyumu, Adana, Turkey, 15 September 2022, pp.31
- II. Applying storycraft to facilitate an experience-centric conceptual design process**  
Atasoy B., Martens J.  
9th International Conference on Design, User Experience, and Usability, DUXU 2020, held as part of the 22nd International Conference on Human-Computer Interaction, HCII 2020, Copenhagen, Denmark, 19 - 24 July 2020, vol.12200 LNCS, pp.39-58

- III. **Software Developer's Journey A Story-Driven Approach to Support Software Practitioners**  
Yilmaz M., Atasoy B., O'Connor R. V., Martens J., Clarke P.  
23rd European Conference on Systems, Software and Services Process Improvement (EuroSPI), Graz, Austria, 14 - 16 September 2016, vol.633, pp.203-211
- IV. **Crafting user experiences by incorporating dramaturgical techniques of storytelling**  
Atasoy B., Martens J.  
2nd Conference on Creativity and Innovation in Design, DESIRE'11, Eindhoven, Netherlands, 19 - 21 October 2011, pp.91-102
- V. **STORIFY - A tool to assist design teams in envisioning and discussing user experience**  
Atasoy B., Martens J.  
29th Annual CHI Conference on Human Factors in Computing Systems, CHI 2011, Vancouver, Canada, 7 - 12 May 2011, pp.2263-2268
- VI. **Design TeamMate : A platform to support design activities of small teams**  
Martens J., Parthesius F., Atasoy B.  
International Conference on Advanced Visual Interfaces, AVI '10, Rome, Italy, 26 - 28 May 2010, pp.119-126