

Nazli Cangonul

SENIOR SERVICE DESIGNER, FACILITATOR, MFA

CONTACT

cangonul.nazli@gmail.com | +44 7537151510 | nazlicangonul.com | linkedin.com/in/nazlicangonul/

SUMMARY

Senior Service Designer with **10+ years** experience **turning complex services into commercial growth and societal progress**. Designed a loyalty programme that grew engagement ecosystem up to **240%**, delivered actionable insights that drew **69% increase** in new users and built a B2B Service Blueprint that led to **6X portfolio growth**.

PROFESSIONAL EXPERIENCE

Independent Facilitation and Service Design Consultant

April 2023 - Present

Clients include: Roamless, After5, Akbank, HP Foundation, UNDP, UNICEF, EU Commission, Kaizen Tech.

- Leading usability testing and UX research for Roamless. **69% increase in new users gained** and **30% increase in average purchase value** via website tests in 3 months post-relaunch.
- Drew **147 submissions from 17 EU countries** to HERIFORGE's first open call, led research and engagement strategy for the European Commission across Poland, Cyprus and Türkiye.
- Designed a needs-based learning-platform strategy for UNDP Iraq, scoped to **serve 28,000 students, teachers and administrators** across Northern Iraq universities
- Facilitated co-creation with **70+ young people** in earthquake-affected regions for UNICEF, UN Women and UNFPA, producing a Youth Declaration now guiding national urban-resilience planning.

Service & Learning Design Lead, ATÖLYE, kyu Collective | Türkiye & UAE

January 2018 - April 2023

ATÖLYE is an international community-powered innovation consultancy, part of kyu Collective alongside IDEO, SYPartners, BEWorks, Gehl. Partnered with other kyu companies, IDEO and SYPartners, on high-impact, confidential projects.

- Promoted twice in 5 years: Service Designer & Researcher → Senior → Lead.
- **Cut churn 5–10%** and **grew the engagement ecosystem 50–240%** by designing GiftBox for Turkcell's loyalty programme. This vertical product now serves **14.5M monthly users** and is a major revenue driver for Türkiye's largest telecom.
- Led discovery research and experience strategy for Getir's fintech launch with insights, personas and UX principles that shaped the product direction.
- **Unlocked \$300K in funding** and **6X portfolio growth** for social innovation platform, imece, by redesigning its service blueprint and partnership model (SIX, B Corp, leading Turkish firms).
- Designed and co-facilitated a transformational learning program for **training 44 Chief Design Officers** from UAE Government's high potential leaders from diverse Ministries.
- **Drove a 37% reduction** in food waste for Emirates Foundation's ne'ma initiative through a 3-year cross sector service strategy: 190K kg surplus rescued, 897K kg donated, 1.4M kg CO2 avoided.
- **Delivered 400+ hours of workshops** globally (**avg. NPS 9.6**); led transdisciplinary teams of 20+ and mentored 8 designers.

Service Design Lecturer, Bilgi University | Istanbul, Türkiye

September 2021 - June 2022

Bilgi University is one of the first foundation universities of Türkiye, with an industry-leading design department.

- Designed and taught a two-semester experiential service design curriculum for 50+ undergraduates across disciplines.

Design Researcher, Field + Studio | NY, USA

January 2017 - May 2017

Field Studio is a collective of senior and independent user researchers, providing flexible and agile research for clients.

- Co-led qualitative research and strategy for a global furniture and tech leader company, Steelcase, conducting in-depth interviews with deans, provosts at select US universities and superintendents at select districts.
- Delivered a playbook with insights and design principles for Steelcase's emerging value proposition.

Co-founder & Designer, The V Store | NY, USA

March 2016 - September 2016

The V Store is an innovative “third space” for people to get information about reproductive health in a comfortable, inviting, and fun way.

- Designed the service concept and built pop-up prototypes, merging sexual and reproductive healthcare. Led the spatial experience and product curation for 3-day pop-up experience in Soho, New York. The retail store **drew 1,200+ visitors** and generated strong revenue compared to a similar shop in New York.

Spatial Designer, IKEA | Istanbul, Türkiye

March 2013 - May 2014

- Developed strategically aligned store experiences, enhancing both functional and emotional connections with the brand. Applied human-centered design principles to create engaging product displays, customer routes and spatial plans.
- Designed and implemented retail initiatives to support business growth and long-term profitability, collaborating with the Com&In team and other departments.

EDUCATION

- **MFA, Design for Social Innovation**, School of Visual Arts | NY, USA 2014 - 2016
- **BA, Industrial Product Design**, Istanbul Technical University | Istanbul, Türkiye 2008 - 2012

SKILLS & TOOLKIT

- **Service Design & Strategy:** End-to-End Journey Mapping, Service Blueprinting, Systems Mapping, UX Design, AI-assisted Prototyping
- **UX Research:** Qualitative Research, Market & Competitive Research, Ethnographic Studies, Quantitative Survey Design, Usability Testing, AI-guided Research & Testing
- **Facilitation & Co-design:** Participatory Design Processes, Capacity Building Programs, Experiential Learning Design, Mentorship & Coaching for Individuals & Teams
- **Toolkit:** Figma, Framer, Claude Design, Adobe Creative Suite, Sketch, InVision, Keynote, Miro, Mural, Microsoft Office

AWARDS

- Brandon Hall Excellence Award, Gold Medal 2021
- Loyalty Magazine Awards, 2021
- Core77 Design Education Initiative Award, 2020
- IMMIB Istanbul Souvenir Design Competition Winner 2014

TRAININGS

- KAOSPILOT Learning Arches Design, Online, 2020
- Liberating Structures Facilitation Training, The Hague, NL, 2019
- Mischief Makers Facilitation Bootcamp, Istanbul, 2019

TALKS & PUBLICATIONS

- dux Türkiye, “Are designers going extinct in the age of AI?”, Jan 2026
- Hubs' Profiles & Inclusivity Strategies, HERIFORGE Report, 2024-2025
- The Impact Compass, Miro Toolkit, June 2023
- World Service Design Day, Industrial Designers Society Türkiye, June 2021
- Human-Centered Services, Design Thinking Summit Türkiye, June 2021
- The making of personas that work: Motive and Methodology, April 2019

LANGUAGES

- English (Fluent)
- Turkish (Native)
- Dutch (Beginner)