



# Nazli Cangonul


Service Designer, Facilitator, MFA | she/her

Performance-driven senior service and learning designer with more than 9 years of experience, leading international research, design and capacity-building projects. Deep working expertise in qualitative research, systems mapping, facilitation and crafting end-to-end journeys towards efficiency, resonance and delight.

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## experience

April 2023 - present | 2 years

### Freelance Service Designer & Facilitator

Leveraging Human-Centered Design, Service Design and workshop facilitation for variety of international organizations to drive innovations at scale, in private and public sector.

- \* Led the international design research and testing for a global eSIM provider Roamless' diversifying product offerings.
- \* For European Commission, co-led the research and community engagement strategy for HERIFORGE project, bringing appx. **80 XR and cultural heritage professionals** across Poland, Cyprus and Türkiye.
- \* Facilitated workshops with **70+ youth** in earthquake-affected areas for UNICEF Türkiye, UN Women, and UNFPA, co-creating a Youth Declaration, now guiding gender-inclusive and resilient urban plans with national ministries.
- \* Led HP Foundation and UNDP's E-SDG Workshop, uniting HP LIFE Master Trainers and stakeholders to advance SDG-driven initiatives for emerging social entrepreneurs.
- \* Facilitated a needs-based LMS design workshop for UNDP Iraq and ICPSD, aiming to **equip 28,000 students, teachers, and admins** at Northern Iraq universities with sector-ready skills, to be developed in 2025.
- \* Facilitated Youth Co-Design Workshops with UNICEF (**2021, 2024**), engaging **80+ youth** to co-create initiatives for UNICEF's 5-year Country Programme.

January 2018 - April 2023 | 5.5 years

### ATÖLYE, part of kyu Collective

**Service & Learning Design Lead** | 2022 - 2023

**Senior Service & Learning Designer** | 2020 - 2022

**Service Designer & Researcher** | 2018 - 2020

ATÖLYE is an international community-powered innovation consultancy, part of kyu Collective alongside IDEO, SYPartners, BEWorks, Gehl. Scoped, led and delivered research and service design projects on complex systems and end-to-end experiences. Partnered with other kyu companies, IDEO and SYPartners, on high-impact, confidential projects.

- \* Co-led the research and experience strategy for Getir's Fintech launch, applying insights, personas and UX principles.
- \* Designed a human-centric loyalty program for Turkcell, currently engaging **14.5M users** monthly. Achieved a **5-10% churn reduction** and **50-240% ecosystem app user growth**, driving significant revenue.
- \* Designed service blueprints for imece, boosting funding by \$300K, 6X portfolio growth, and partnerships with top Turkish firms and global orgs like SIX and B Corp. Supported 47+ social startups and 5,000 youth.
- \* Designed and co-facilitated a transformational learning program for training **44 Chief Design Officers** from UAE Government's high-potential leaders from diverse Ministries.
- \* Led **3-year strategy** for Emirates Foundation's ne'ma Initiative, driving cross-sector food waste programs. Achieved **37% waste reduction** in hotels, rescued **190K kg surplus food**, donated **897K kg**, and cut **1.4M kg CO<sub>2</sub>** emissions.
- \* Co-led the innovation program for a pharmaceutical company, leading to **3 disruptive service offerings** for pharmacy detailing processes during Covid.
- \* Led **400+ hours of workshops** on innovation and human-centered design globally, with an average NPS of 9.6.
- \* Coached **2 designers** and mentored **6 designers**, empowering their growth and activating unique strengths. Led teams of **20+ international, transdisciplinary members** on service design, capacity-building, and strategy projects.
- \* Led business development in Turkey and the Middle East, driving client engagements for annual revenue targets.

September 2021 - June 2022 | 10 months

### Bilgi University, Istanbul

#### Visiting Lecturer, Service Design

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

- \* Designed a curriculum for 2 semesters for **+50 undergraduate students** from different majors. Planned and facilitated an experiential remote learning environment to equip students with Service Design skillsets.

January 2017 - April 2017 | 4 months

## **Field Studio, New York**

### **Design Researcher**

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.

September 2016 - November 2017 | 3 months

## **Matters of the Earth, New York**

### **Communications Designer**

- \* Collaborated with co-founder to design user experiences and communication materials for social movements, including Black Lives Matter UK and Gender at Work.

2016 | 6 months

## **The V Store, New York**

### **Experience Designer**

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

- \* Designed and built the service concept, 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.

2013 - 2014 | 1 year

## **IKEA, Istanbul**

### **Spatial Experience Designer**

- \* 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

2014 - 2016

## **MFA, Design for Social Innovation**

### **School of Visual Arts, New York**

2008 - 2012

## **BA, Industrial Product Design**

### **Istanbul Technical University**

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**

technical toolkit

Adobe Creative Suite, Figma, Microsoft Office, Sketch, InVision, Keynote, Miro & Mural

trainings

**Kaospilot Learning Arches Training, Online, 2020**

**Liberating Structures Facilitation Training, The Hague, NL, 2019**

**Mischief Makers Facilitation Bootcamp, Istanbul, 2019**