

ZEYNEP ILERI

UX / UI Designer | User Researcher | Service Innovator

DESIGN PORTFOLIO | 2025



ABOUT ME

I am a UX Designer & Researcher and Service Innovator with MSc in Design for Interaction from TU Delft, with a background of BSc in Industrial Engineering. I get my power from the blend of diverse skills, perspectives, and experiences of a designer and an engineer. I believe in my unique inspiration coming from this variety.

I see myself as a tailor. As a designer, I tailor the design process and the end-product. I tailor the design process according to the context of the project using different tools & methods each time according to the best fit. And I tailor the end-design solely for the target users with the involvement of the stakeholders. I am intrigued by the unique experiences of people. I seek ways to better understand human behavior, needs and interactions with digital systems to bring quality to the user experience and interactive involvement.



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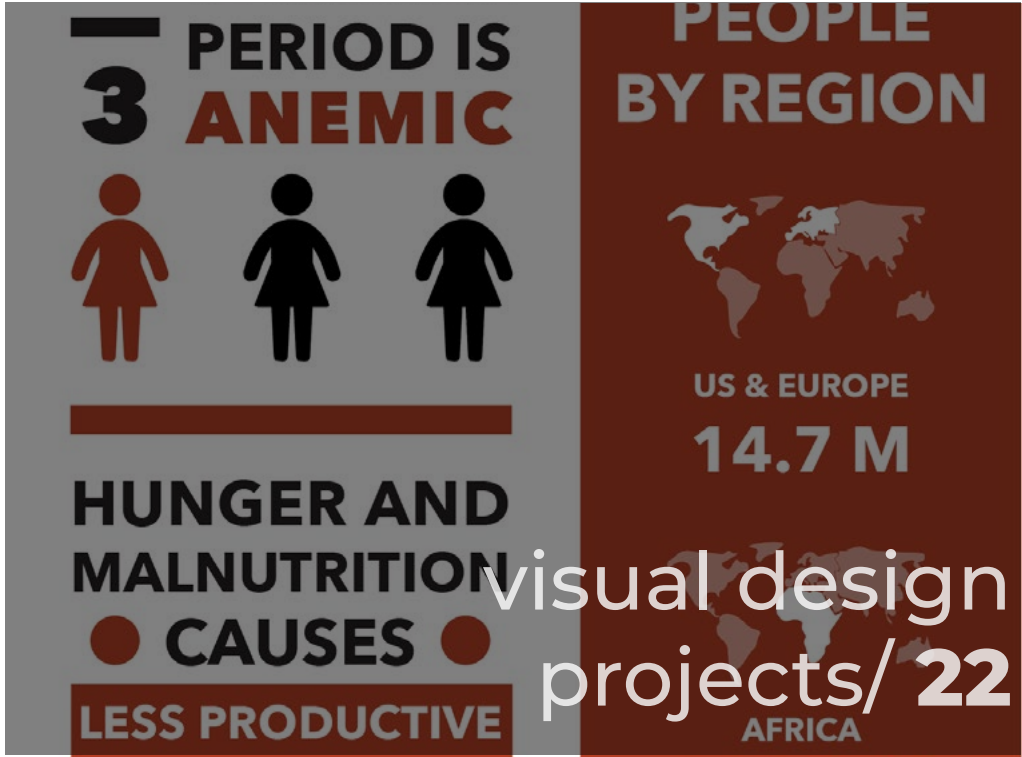
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MERGE

Merge is an interactive museum tour game for Van Abbemuseum which lets people from different cultural groups who has different levels of art knowledge resonate with contemporary art museums. While doing so, Merge supports explorative steps towards the cultural merge of Turkish immigrants and Dutch communities of the Netherlands.

The project showcases
3 specific skills:

- 1) Usage of different design process methods according to the specific user and context in hand
- 2) In-depth user research
- 3) Iterative design process: prototyping & testing



TAIORING THE DESIGN PROCESS ACCORDING TO THE USER AND CONTEXT AT HAND

I approached the challenge of integrating two cultural communities that had not interacted significantly for over six decades with diverse methodologies. During the overall design process I prioritized learning about their unique **cultural characteristics** and shaping my design accordingly. Even my communication style with the participants was shaped according to their cultural background. I sensitized them to creative methodologies to let them feel more comfortable and familiar. To empower the underrepresented Turkish immigrants and to voice their perspectives, I used **unconventional research methods** (CULTURA). I invested time in building trust to facilitate open dialogue. Through **close collaboration** and **regular feedback**, I ensured that each design concept resonated with both groups' cultural norms and needs. This **immersive approach** allowed me to refine prototypes in alignment with their aspirations, ultimately shaping a design solution that authentically reflected their voices and experiences.



IN-DEPTH USER RESEARCH

As a researcher, I immersed myself in Dutch and Turkish communities, navigating unfamiliar territories to extract meaningful insights. I designed **sensitizing booklets** which initially refreshed the participants' thoughts on the research topics such as their lifestyle, culture and relationship with other communities. The booklet acted as a preparation and conversation material for the later **interview/ workshop sessions**. Through utilizing the CULTURA framework (a form of context mapping) in these in-person sessions, I extracted and mapped out each community's cultural identity & values as well as deciding on how these would **translate into a product**. At the end of the research, I gained key insights which shaped my design goal, concepts and final design.

ITERATIVE DESIGN PROCESS

Different solution possibilities and concepts have been created through using several ideation methods. These concepts have been analyzed through using the criteria which have been defined during the user research. The concepts were tested with users through low- fidelity prototypes. The best fitting concept which fits both to the criteria and the design goal has been selected after the user tests to be developed as the final design.



CONCEPT 1

What if we use **generative AI to alter the existing paintings in the museum** for the Turkish immigrants and the Dutch community to resonate more with them ?

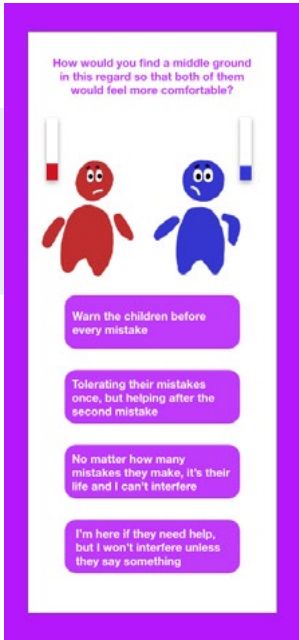
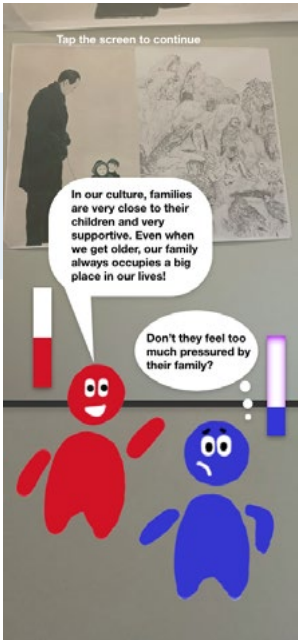


USER TEST 1

The test revealed that the concept was **too abstract** for the target group. They were looking for a **more personal cultural experience with directly relatable elements.**

CONCEPT 2

What if we **gamify the museum experience** and **look at the existing paintings from a cultural perspective** while the users are trying to **find the middle ground** between the cultural perspectives of two digital characters ?



USER TEST 2

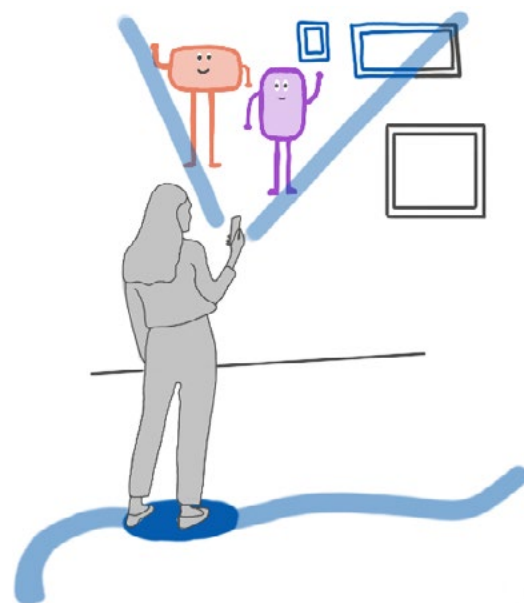
The test revealed that the users would feel more comfortable when they are **not forced to change anything about their culture** even in a game. Thus, the game should be altered in a way that it would let the two communities **understand each other** with an **open mindset** where they can have cultural exchange if they want to.

FINAL CONCEPT

The final concept combines a **digital museum tour** where paintings are looked from a cultural perspective and the user comes across the reasonings behind different behaviors of the opposite culture in order to motivate understand each other better with a **card set** which motivates the users to come together at the museum cafe and build new bonds while having comfortable cultural conversations



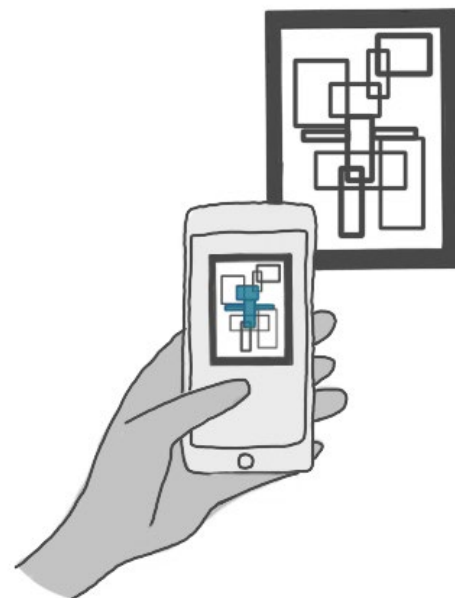
USER FLOW



1

GET INTRODUCED

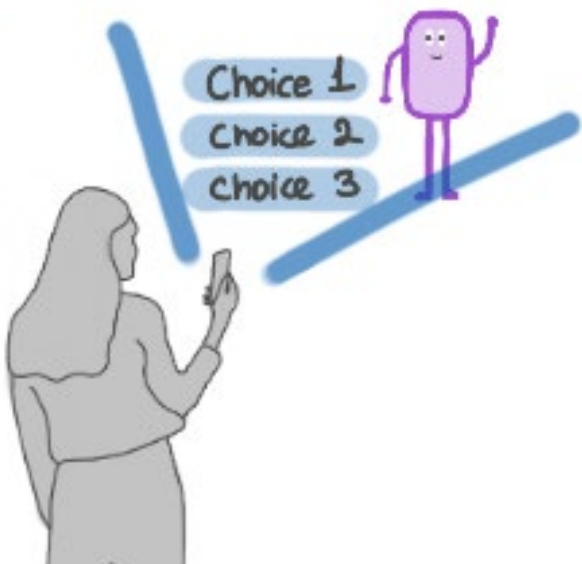
As an additional visit option to the Van Abbemuseum, local and Turkish immigrant visitors can visit the museum with the MERGE app, the tour of two digital characters (which are representation of individuals from Turkish immigrant and Dutch communities) through the museum app.



2

SEE ARTWORKS FROM A DIFFERENT PERSPECTIVE

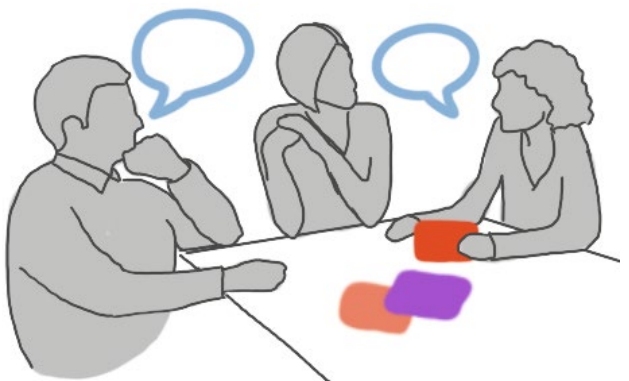
Through the tour, characters have a conversation about selected paintings from their own cultural perspective, which enables the users to look at and understand the contemporary paintings from a different angle: culture, without needing an art knowledge or experience to enjoy a museum.



3

INTERACT & PLAY

While the user is visiting the selected paintings of the tour, the aim of the game is to keep the comfort level of the digital characters high around each other while they are having conflicts on the paintings due to their different cultural perspectives. For this, the user is responsible of choosing the way the character should act in the conflict.



4

MEET

In the end, the users get a chance to actually meet with the experiencers from the other community in the museum cafe setting. This way, they can get more personal connections with the other part of the society, the people who are out of their social circle. With the help of interaction cards, they can have comfortable conversations and start building new bonds.

FINAL DESIGN



THE APP

The app acts as a museum tour game where digital characters aids the visitors to observe selected paintings using **cultural perspectives**. The game's aim is to keep the **comfort level of the characters** high by choosing how the characters respond during discussions on their cultural differences. This way, the game **shows reasonings behind different cultural behaviors** to understand each other better.

THE CARD SET

It is expected that Turkish immigrant and Dutch communities will still be hesitant to interact with each other after the museum tour. Thus, **two types of interaction cards** will be placed on the MERGE table in the museum cafe. The cards introduce **common cultural themes** or **new paintings** as light topics to open conversations. This way, the shyness of the first interaction will be minimized since talking with others on this tea table will still be considered to be part of the game.



CULTURAL HOLIDAYS
MİLLÎ VE DİNÎ BAYRAMLAR

Discuss about this painting using your own cultural perspectives // Kendi kültürel bakış açınızı kullanarak bu resim hakkında tartışın

Try looking at the whole composition, what do you see?
Tüm kompozisyona bakmayı deneyin, ne görüyorsunuz?

Try looking at the individual elements, what do you see?
Tek tek öğelere bakmayı deneyin, ne görüyorsunuz?

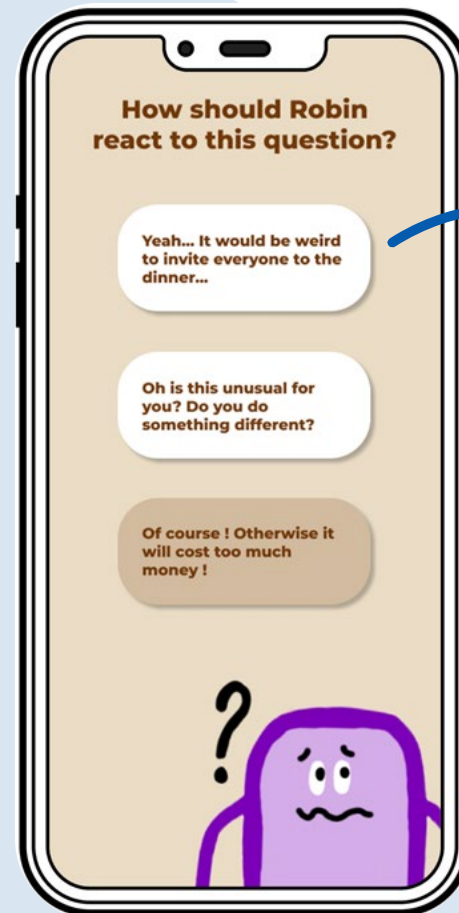
Can you find any symbol?
Herhangi bir sembol bulabiliyor musunuz?

Look at the colors, is there anything that you can relate to? What about combination of colors?
Renklere bakın, bağ kurabileceğiniz bir şey var mı? Peki ya renklerin kombinasyonu?

Look at the shapes, is there anything that you can relate to?
Şekillere bakın, ilişki kurabileceğiniz bir şey var mı?

What is your favorite cultural holiday?
Why is this your favorite? What do you usually do during this holiday?

En sevdiğiniz bayram hangisi? Neden?
Bu bayramda genellikle ne yaparsın?



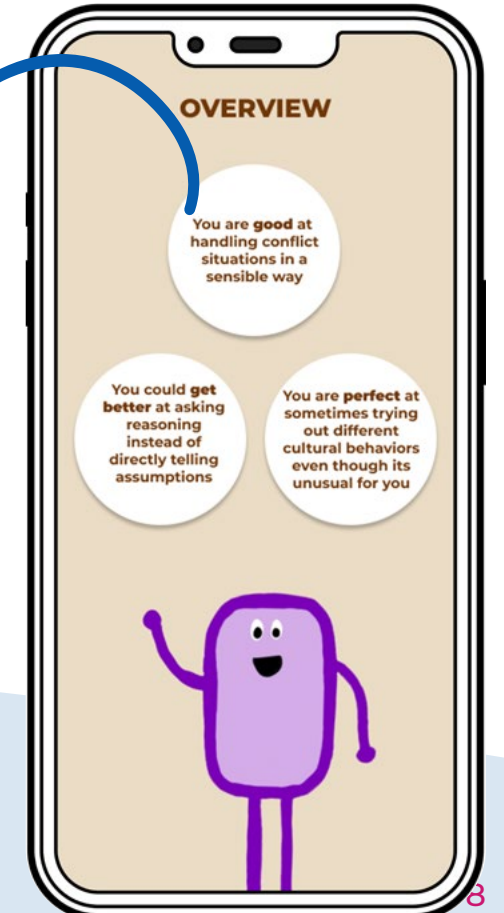
The choices for users increase the **interactivity & playfulness** of the experience and gives them control over the storyline. The choices show certain wrong assumptions or behaviors that communities develop for each other and confronts the users with it.

The user can see the **social consequences** of their choices immediately as a change in the comfort bars.



The overview points makes visible the **overall inter-cultural communication skills** which the user performed during the game. It acts as takeaways to improve the communication behaviors where the users performed low and need to be careful in their daily life when communicating with people from different cultural backgrounds.

The **playfulness** of the museum experience was established to overcome TR immigrants' feeling of inferiority when they do things which they aren't experienced in. The **comfort bars** at the bottom of the page adds to this game feeling and tries to overcome the hesitancy of doing something wrong.



SURPLUS

SurPLUS is a platform that aims to decrease food waste through building a community with users and local stores. Users offer their surplus food or use the ideology of zero waste to share experiences as recipes, tips or workshops. It praises the idea of being a community and creating a value together.

The project showcases
2 specific skills:

- 1) UX and UI design of an app
- 2) Implementation of brand identity through visual design



IMPLEMENTATION OF BRANDING THROUGH VISUAL DESIGN



After experimenting with different logo alternatives the final shape was given which highlights the **“reuse” of food** and **completing the cycle together with others.**



A color palette of 4 colors were used throughout the app for representing different types of offers of the service. The colors to represent the brand were chosen to be **neutral and warm.**

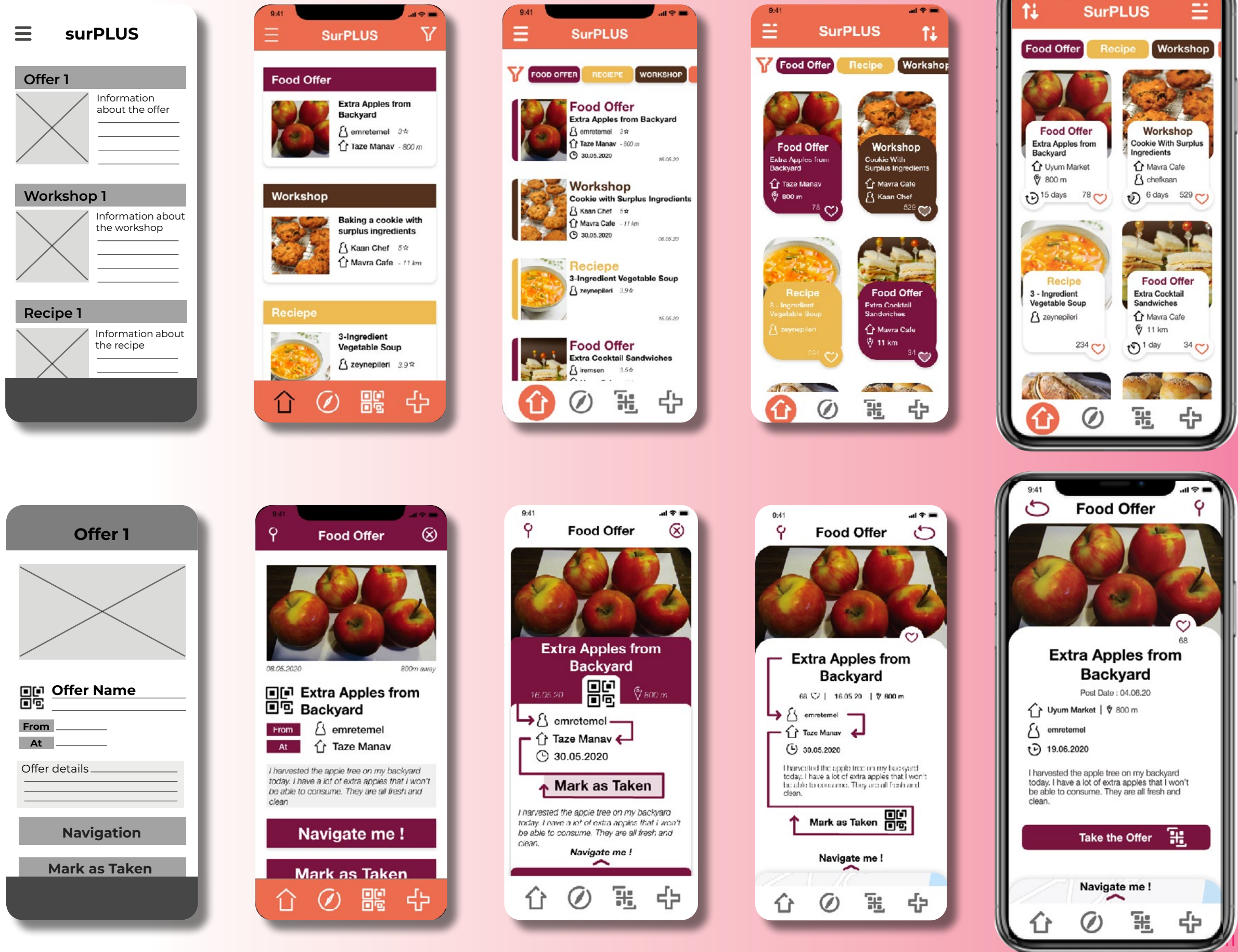


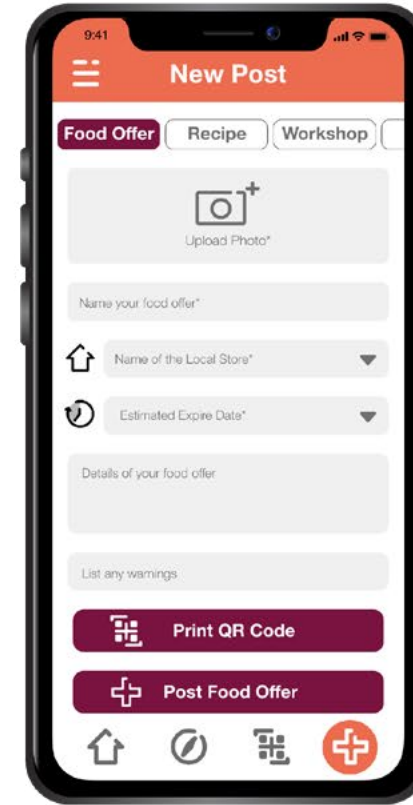
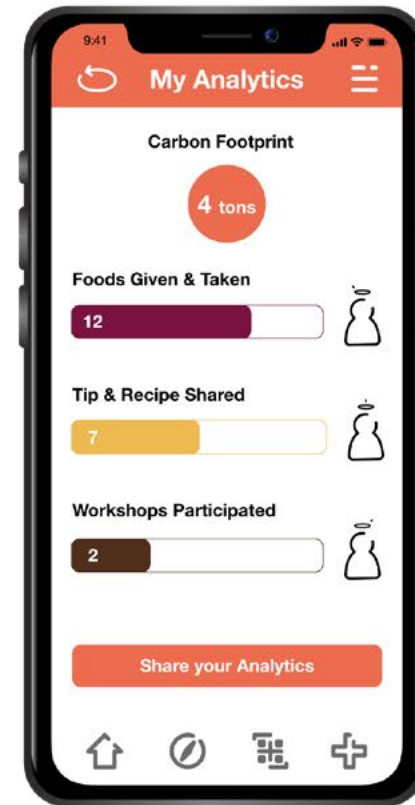
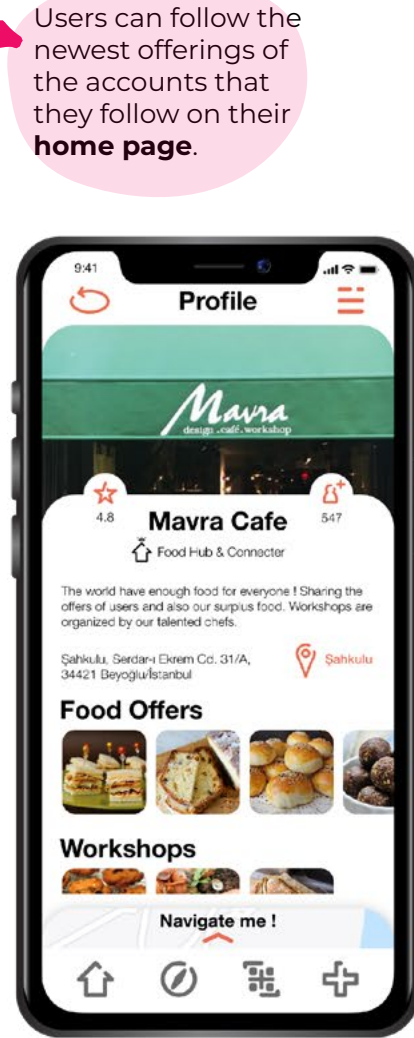
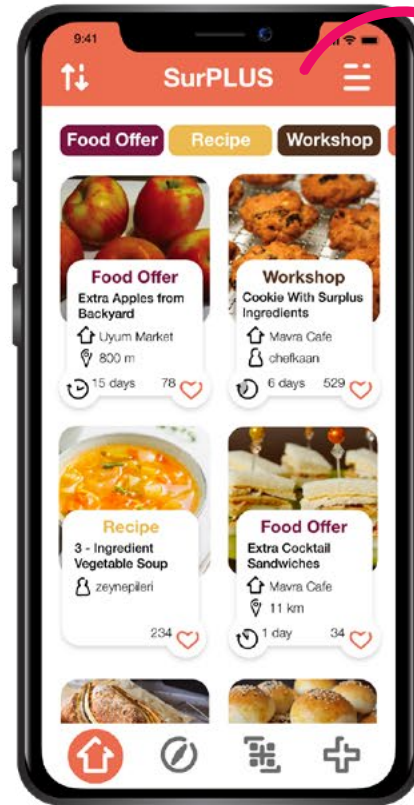
A unique **icon set** was designed to match the logo and the character of the brand. **Simplicity** of the icons was put as a priority.



ITERATIVE UI DESIGN PROCESS

The user interface of the app was finalized after multiple iterations of different fidelities of prototypes: wireframes to hi-fi interactive UI. The changes on the UI in every stage was made based on **usability, user-friendliness** and **visual appeal**. In the end, a high-fidelity interactive prototype of the app was made which consisted 20 different UI pages to represent the full service given by surPLUS.





Users can follow the newest offerings of the accounts that they follow on their home page.

The map function allows them to locate the nearest local partner store where they can drop or take surplus food.

FINAL DESIGN

surPLUS is an app that aims to **educate & encourage & unify** people to take action against food waste. The users connect to each other and the local stores in their neighborhood while giving off or receiving surplus food, participating in workshops and following each other.

educate

Raises awareness about the subject and introduces new methods and ideas

encourage

Gives a target and motivates the people to go out of their daily routine and build a new one by taking action with small changes

unify

Connects people, especially within the neighborhood and builds a reliable community under the same goal, who cares and fights

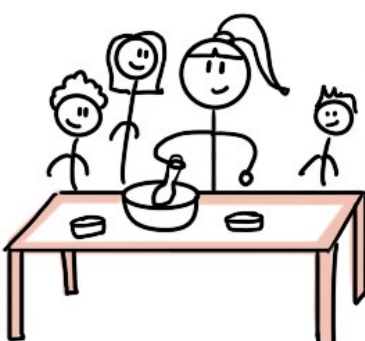
WHAT CAN YOU DO WITH surPLUS SERVICE?



1 Drop your domestic surplus food

to the partner local stores in your neighborhood identified by the app. A shelf of the partner local stores are dedicated to the users of surPLUS where they can drop and pick food. The store can put their soon-to-go-bad food on the same shelf for free.

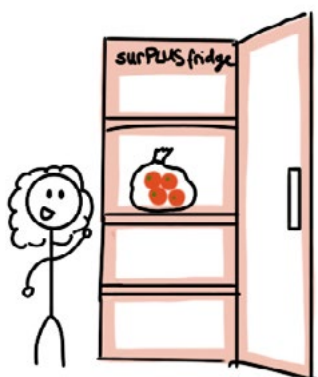
How?



2 Organize/join workshops

that aims to show ways of reducing food waste and cooking responsibly in the partner local stores identified by the app. Follow professionals on food waste or famous chefs to be updated on the workshops they offer.

How?



3 Pick up free food

left by the other users from local partner stores in your neighborhood. It is a safe way to pick surplus food as the foods on the shelf will be inspected by the store and thrown away when necessary.

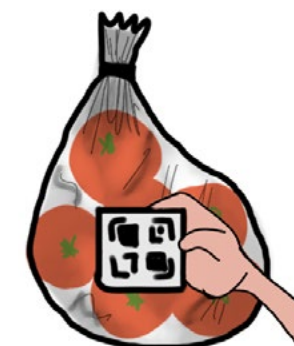


4 Share/view recipes or tips

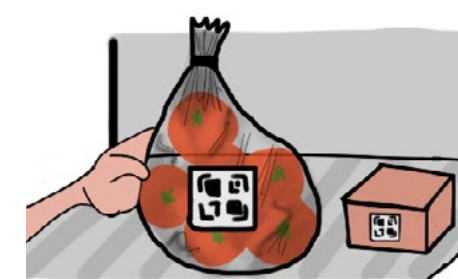
which gives alternative usage possibilities to your surplus food at home. Follow people who gives good inspiration.



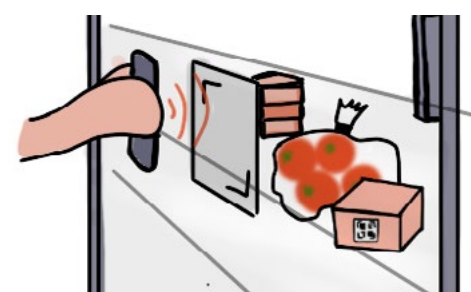
1. Fill the new food offer page and attach a photo of your food offering



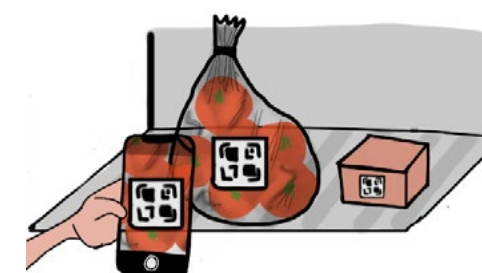
2. Using the app, print a unique QR code at the drop location and stick it to the food



3. Drop the food in the surPLUS fridge



1. Open the fridge using your personal surPLUS ID



2. Scan the QR code on the food offer you want to take



3. Read the description and conditions, then if you like it, pick up the food and mark as "taken" on the app



REDESIGN FOR PHILIPS

We designed a new user interface for Philips All-in-One Cooker according to the brief given by Philips. We performed usability and user experience assessments to evaluate the current product. According to the usability problems found in research, we redesigned the user interface prioritizing user flow flexibility, clear visual hierarchy and general overview on different selections.

The project showcases **2 specific skills:**

- 1) Usability evaluation of an existing product
- 2) Redesigning the user experience (UX) around the product

UNDERSTANDING THE CURRENT PRODUCT



FIRST HAND EXPERIENCE BY DESIGNERS

The first evaluation on the product was done by the designer team where the product, user flow and current interactions was inspected as well as undergoing one cooking experience.

insights?

- The buttons are **unintuitive, not logically categorized** and **too many in amount**.
- **Lack of visual feedback** in the cooking process and **wrong lead on time expectation**.



DEFINING : PROBLEM & GOAL



USABILITY INSPECTIONS

1) Heuristic Evaluation

As “experts”, we used the 10 rules of thumb of Nielsen to measure the usability of user interfaces in independent walkthroughs.

2) Cognitive Walkthrough

One team member walked through predefined tasks with the product and answered prescribed questions to identify the challenging interfaces.

insights?

- Fixed user flow: **lack of user freedom**
- **Lack of hierarchy** within icons
- Some functions are **not easily accessible**



USER TESTS WITH CURRENT PRODUCT

We gave 6 scenarios to the participants according to the predefined research questions. The evaluation has been made according to whether they were able to complete the tasks, their product emotions (PrEmo tool) and their NPS score.

insights?

- Main emotion of users: **dissapointment**
- Took them many **wrong flows** to complete a task, while most **tasks were uncompleted**

CRITICAL USABILITY PROBLEMS

- Unclear hierarchy of icons
- Understandability of icons

COMPLEMENTARY USABILITY PROBLEMS

- Unclear navigation
- Challenging map functions
- First time user problems

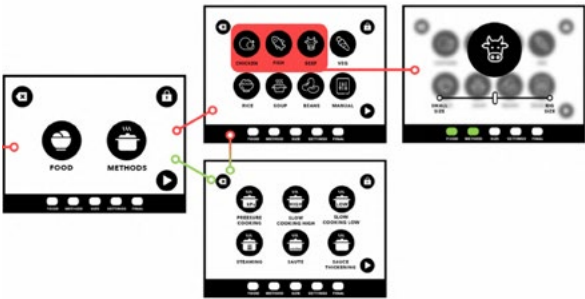
DESIGN GOAL

We want inexperienced adults (30-50) to feel comfortable and autonomous with the process of cooking with Philips All-in-One Cooker. We want to design a clear interface that will support the variety of functions of the pressure cooker and make them feel competent while cooking.

CONCEPTUALIZATION & TESTING

CONCEPT 1

A **touch screen** interface with hierarchy between cooking settings, providing a simpler journey with a one-by-one choosing approach and less icons to see in one screen.



CONCEPT 2

A **rotational knob** and relevant icons around it. As the users move along the selections, the icons around the button will change depending on which section they are currently in.



CONCEPT 3

A **double touch screen** where the user can choose the cooking methods and food types. The buttons on the side display change the timer and pressure.



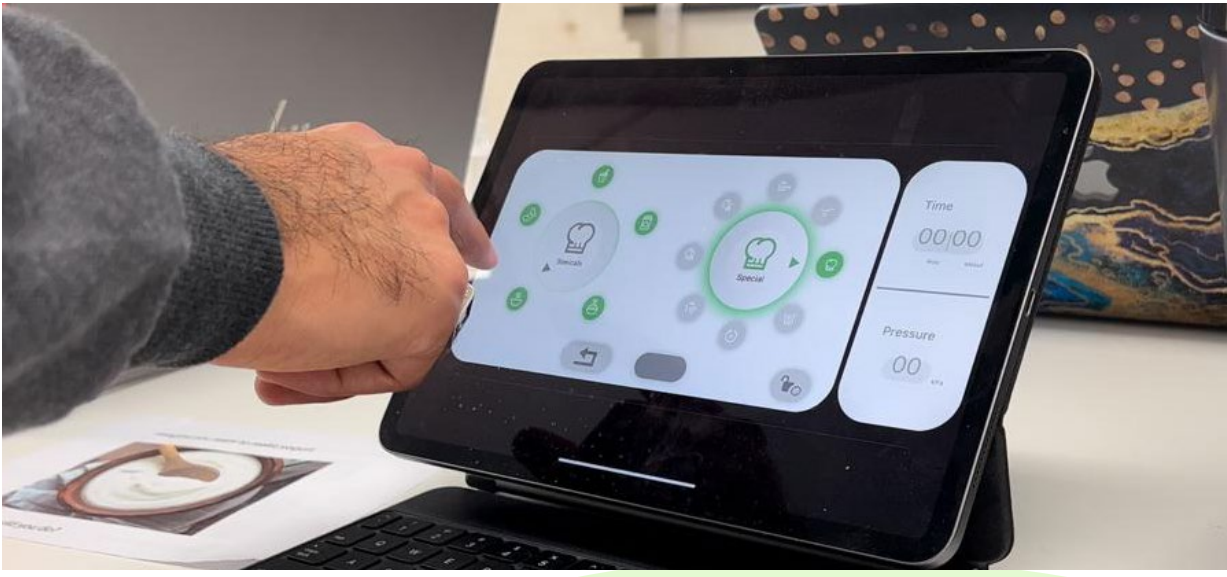
CONVERGENCE STRATEGY

Through identifying “**Plus, Minus and Interesting**” points of each idea we made a merge of concepts through using concept 4 as a base since it scored the highest on **Harris Profile** of predefined requirements.



FINAL DESIGN

For the redesign, an interactive digital prototype of the user interface of the pressure cooker has been made. The main pages of the user interface included selecting food type, cooking method, food size, changing time and pressure, setting a delay start and countdown on the cooking process.



EVALUATION

Usability Inspection

As designers, we simulated the usage of redesigned interface and identified & fixed the points of improvement through cognitive walkthrough and heuristic evaluation.

Pre-Pilot Test & Pilot Test

2 sets of pilot tests were conducted to test the “testing setup” and “testing the design” before the final user test.

Final User Test

Gave the target users 6 tasks to complete with the new interface. The results were collected using PrEmo, Post-test questions, NPS, SUS, AttrakDiff. The final redesign was evaluated through re-visiting design criteria.

It was concluded that the redesign **evokes positive emotions** on users, it is **more likely to be recommended** to other people. In general the redesign **improved the usability** of the All-in-One Cooker

FINAL DESIGN
USER INTERFACE
ON THE PRODUCT



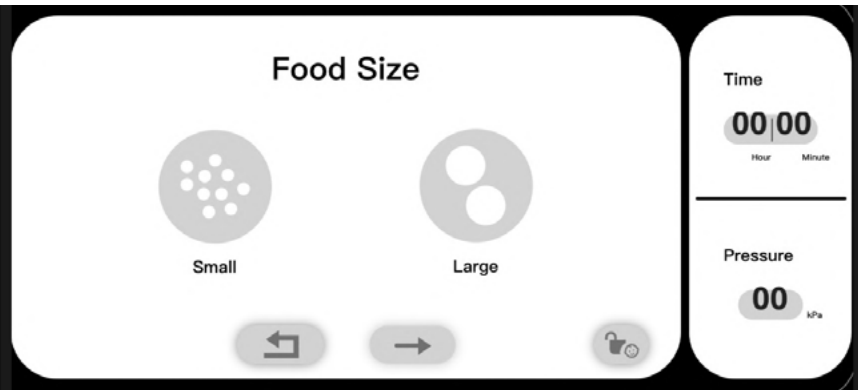
SELECTING FOOD TYPE & COOKING METHOD

Two selections can be done on the same page so that the user can start from whichever selection they want. According to the users selection, the cooking time and pressure is shown on the right side.



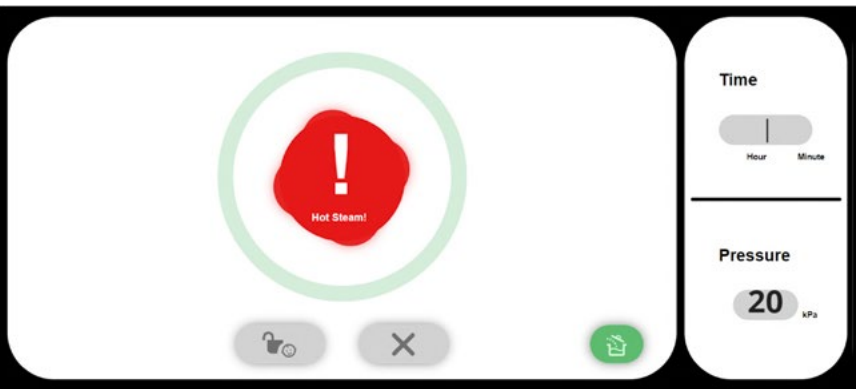
CHANGING COOKING TIME & PRESSURE

If the user wants to change the cooking time and pressure from the pre-set settings, they can do this through pressing the icons on the main page..



SELECTING FOOD SIZE

The selection of food size has been made a requirement in the redesign as it effects the cooking time & pressure. This page comes after the user selects the food type and cooking method.



COOKING PROCESS

In the redesign, the cooking process page involves a warning for the release of hot steam and an option to cancel the cooking process anytime. The cooking time and pressure changes are shown always on the right side for giving reassurance to the user.

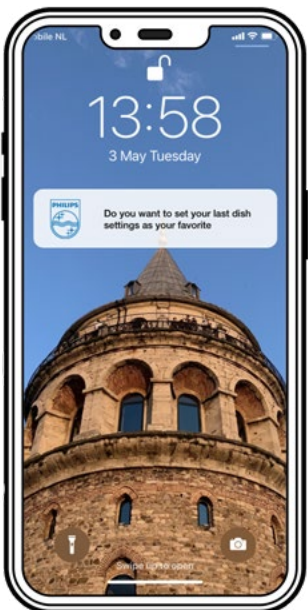
FINAL DESIGN

PHONE APPLICATION



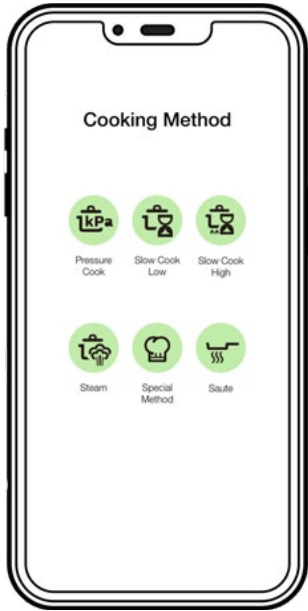
COUNTDOWN DISPLAY

In order to give the control of cooking to the user, a cooking timer and a stop button has been included in the Philips app which the user can use wherever they are. The app gives a notification whenever cooking is done.



SAVING LAST DISH AS FAVORITE

The Philips app gives a notification a few hours after a dish is cooked to remind the user if they want to save their last cooking settings as a favorite. The user can save their last settings automatically or with an adjust.



CREATING A FAVORITE

The users can add a new favorite to their list through the app. Later on, they can use this favorite for fast selection of their most used cooking settings.



SANDFALL SPLASH

Sandfall Splash is a set of ceramic toy pieces, designed to be played at the beach by both extravert and introvert children. The pieces are meant to be stuck on the sand piles, that the children will create, with the aim of carrying water from top to bottom in different ways. There is a variety of shapes in the set, enabling different creations of waterfall.

The project showcases
2 specific skills:

- 1) Designing for a unconventional and difficult target group
- 2) Specializing the user evaluation tools and methods for the specific target group

THE PROCESS

OUR VISION

We want to design a product made from **ceramics** that **encourages constructive play**, by letting children from the age of 7 to 10 **explore their surroundings and nature**. Children should be able to use the product individually, to construct their world from natural materials. But it should be free enough to allow play with other children.



FINAL CONCEPT

Outside play at the beach would fit the design material and target group the best due to its soft surrounding and availability of natural materials which would encourage constructive and functional play. The emerging concept was to **“build your own waterfall”** because that would allow for more outside interaction, reinforce the aimlessness concept and exploration.



PROTOTYPING

First we brainstormed on the shapes of the ceramic pieces. We decided to proceed with multifunctional and turnable pieces to allow for variety in possible constructions and engagement in the exploration phase. The shapes were then designed in SolidWorks, so that they could be 3D printed to test.



REDESIGN INSIGHTS FROM THE EVALUATION

- (1) Increasing the number of different pieces, so that there are more possibilities.
- (2) Allowing more ability to create a creatures with it in the sand.
- (3) Address the introverted children by introducing “challenge cards” with tasks that are scaled from easy to difficult.



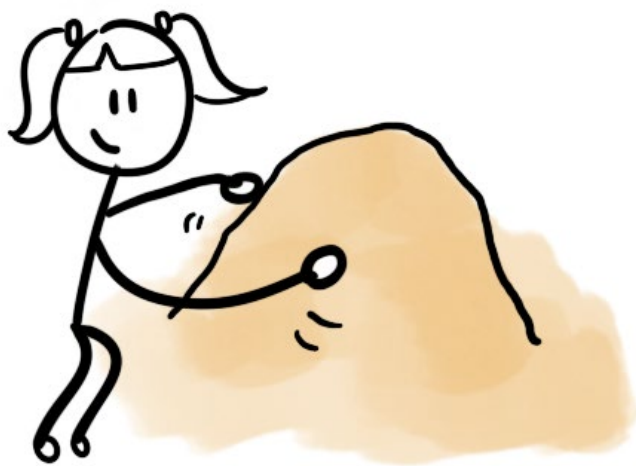
EVALUATION WITH CHILDREN

The play properties of a concept were evaluated during 2 play sessions with both introverted and extroverted children. The testing session had a goal to: (1) evaluate whether the design supports transition through different play phases: exploration, function, variation, and integration; (2) measure the level of fun caused by play. Risk factors were also analysed. We introduced “funometer” to help the children express their “fun rating” on different experiences and phases of play.

FINAL DESIGN

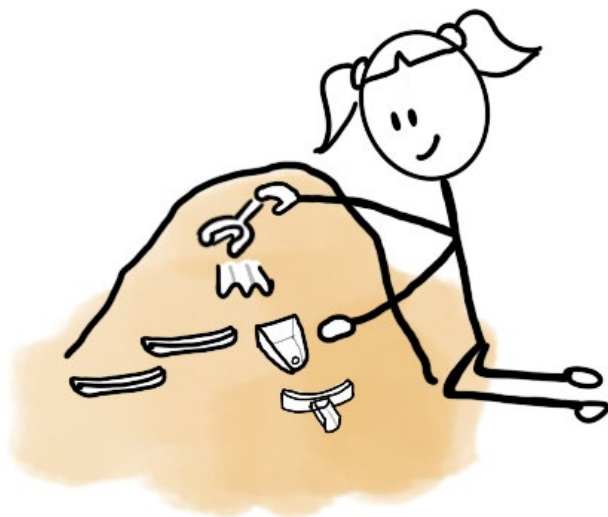
Make a sand pile

Make a pile with sand at the beach. Keep the pile a bit wet to have a stronger structure.



Place the pieces

Place the ceramic pieces on different places of the pile to create a structure of a waterfall. The aim is to create a structure where the water can flow downstream or sideways.



Pour water

When your “sandfall” is ready, its time to test! Pour some sea water on the highest point of the structure and see how the water flows on your sandfall. You can re-create the sandfall as many different ways as you want and see how water can flow in different ways.



Challenge yourself

If you are looking for a little challenge, use the “challenge cards” which would give you different tasks to complete on your sandfall, such as making a loop around the pile or making the highest sandfall.



PEBBLES

Pebbles is a pair of connected products owned by two friends. It targets people with anxiety problems & their best friend. The product aims to ease their communication and enable them to understand the needs of each other better through letting them send indirect signals to each other. It works in two situations: when one of the friends needs help or wants to be left alone. The meaning of the signals are agreed on beforehand through the instructions given with the product.

The project showcases
2 specific skills:

- 1) Creating a physically interactive product through coding with Arduino
- 2) Iterative & quick ideation, prototyping and testing

UNDERSTANDING THE TARGET GROUP

According to the research done on anxiety patients and their friends/family through 7 interviews, the following points have been concluded on the target groups:

ANXIETY PATIENTS



1) Have **different moments with different needs**:
- need advice & practical help
- need to be left alone

2) Get **frustrated** when
- people assume what they need
- they cannot hear what they want from others

3) Prefer to **hide themselves** (socially) during peak periods of anxiety

THEIR FRIENDS

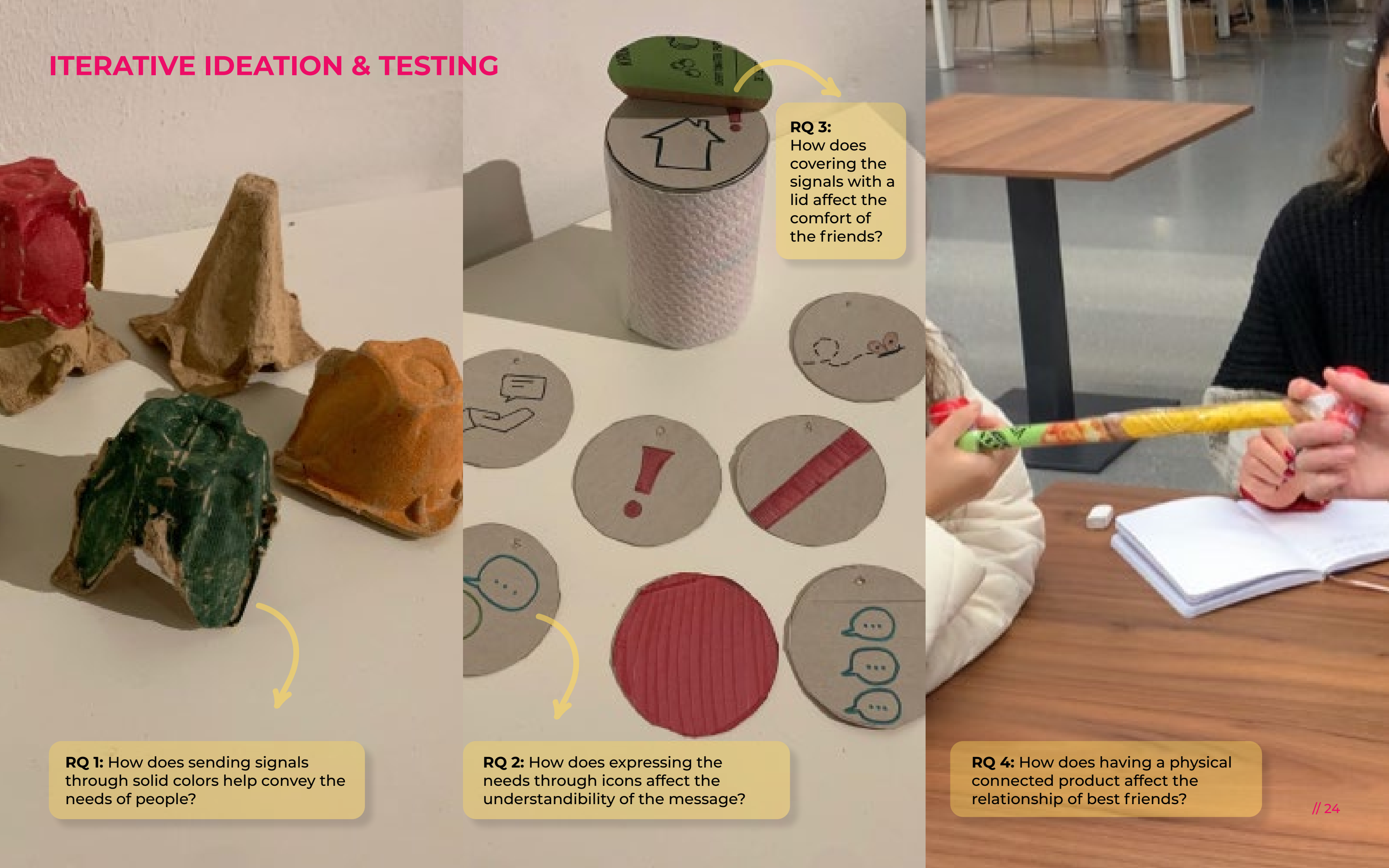


1) Feel **frustrated** when they:
- don't get any feedback from the opposite side
- feel an unbalanced effort from their side

2) Feel **insecure** on:
- when to interact with their friend
- in which way to approach their friend

my design goal
is to help people
suffering from
anxiety and their
best friends to
understand each
other's needs
while they are
going through
bad periods

ITERATIVE IDEATION & TESTING



RQ 1: How does sending signals through solid colors help convey the needs of people?

RQ 2: How does expressing the needs through icons affect the understandability of the message?

RQ 3: How does covering the signals with a lid affect the comfort of the friends?

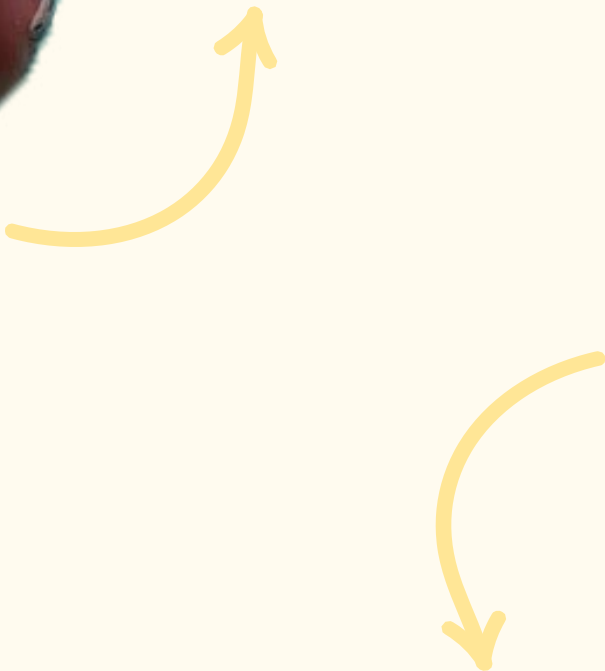
RQ 4: How does having a physical connected product affect the relationship of best friends?

BUILDING THE PRODUCT



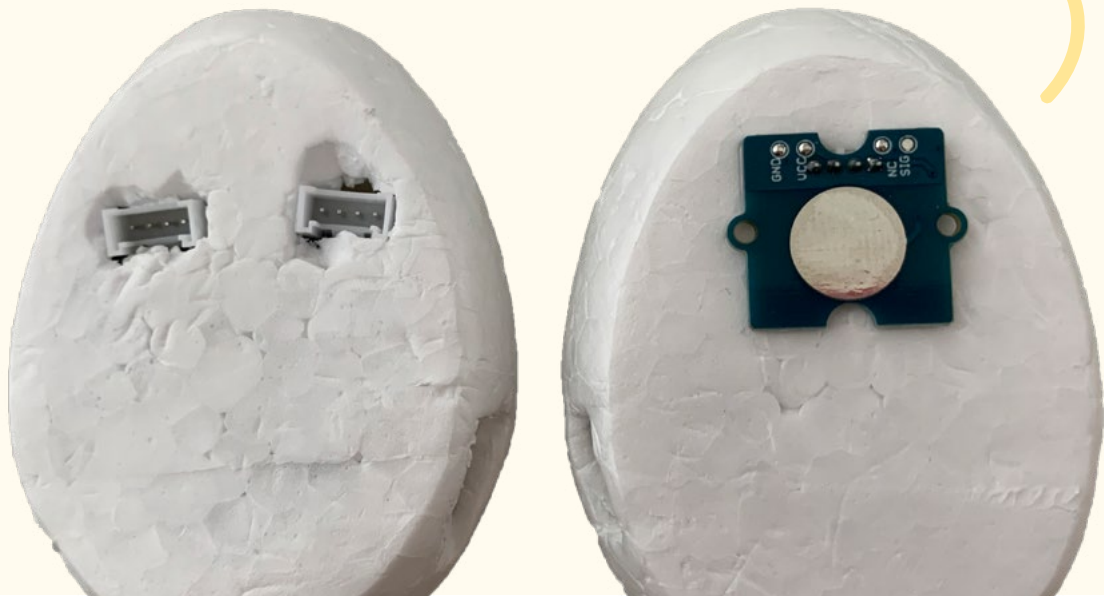
PHYSICAL PRODUCT

3D flat object shaped like an egg. Soft, semi-transparent fleece fabric for the outer surface. It fits to hand and its easy to grasp it and small enough to put in your jeans pocket



WORKING PROTOTYPE

A Seeeduino Lotus was used to connect the products and make a working prototype. Multiple collectors and emmitors were placed in the sckeleton of the product to make it **interactive** and **responsive**.



USER EVALUATION

3 stages of evaluation involved a survey and an interview. The results of the evaluation is as follows:

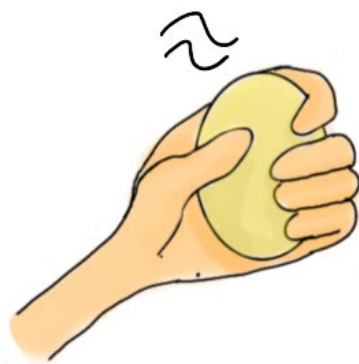
- 1) The product **improves the communication** between best friends
- 2) The product **can be integrated to the daily life**. It is chosen over other mediums in severe anxiety moments
- 3) The product is **comfortable** to be hold and carried around
- 4) The needs of the friends are well transferred through the product



FINAL DESIGN

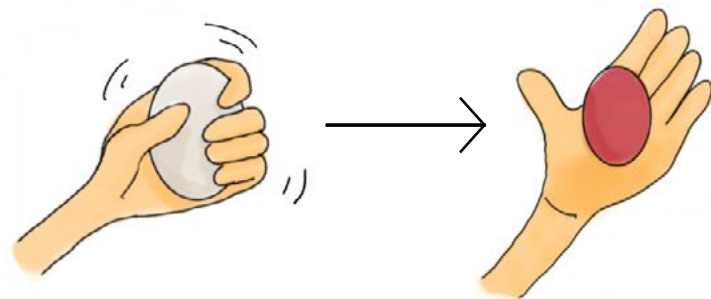
Pebbles are a pair of products owned by two friends to **indirectly connect and communicate during hard periods**. It specifically targets people with anxiety problems and their best friend. Pebbles are useful when its hard to communicate your emotional situation directly through text or in-person. It gives an opportunity to its users to ask for help or ask to be left alone without needing to express explicitly.

DIFFERENT USAGES OF PEBBLES



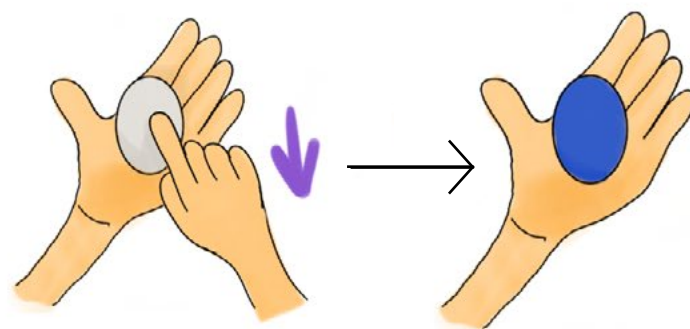
Breathing

Each pebble breaths by displaying a fading in & out yellow light when its user holds the product in their hand. This function aims to calm down the user in hard periods by reminding them to take a break and breathe while feeling the presence of their best friend



I need your help signal

Both pebbles turn red when the product is squeezed by one of its users. They remain red until the other user reacts to it by double squeezing their pebble

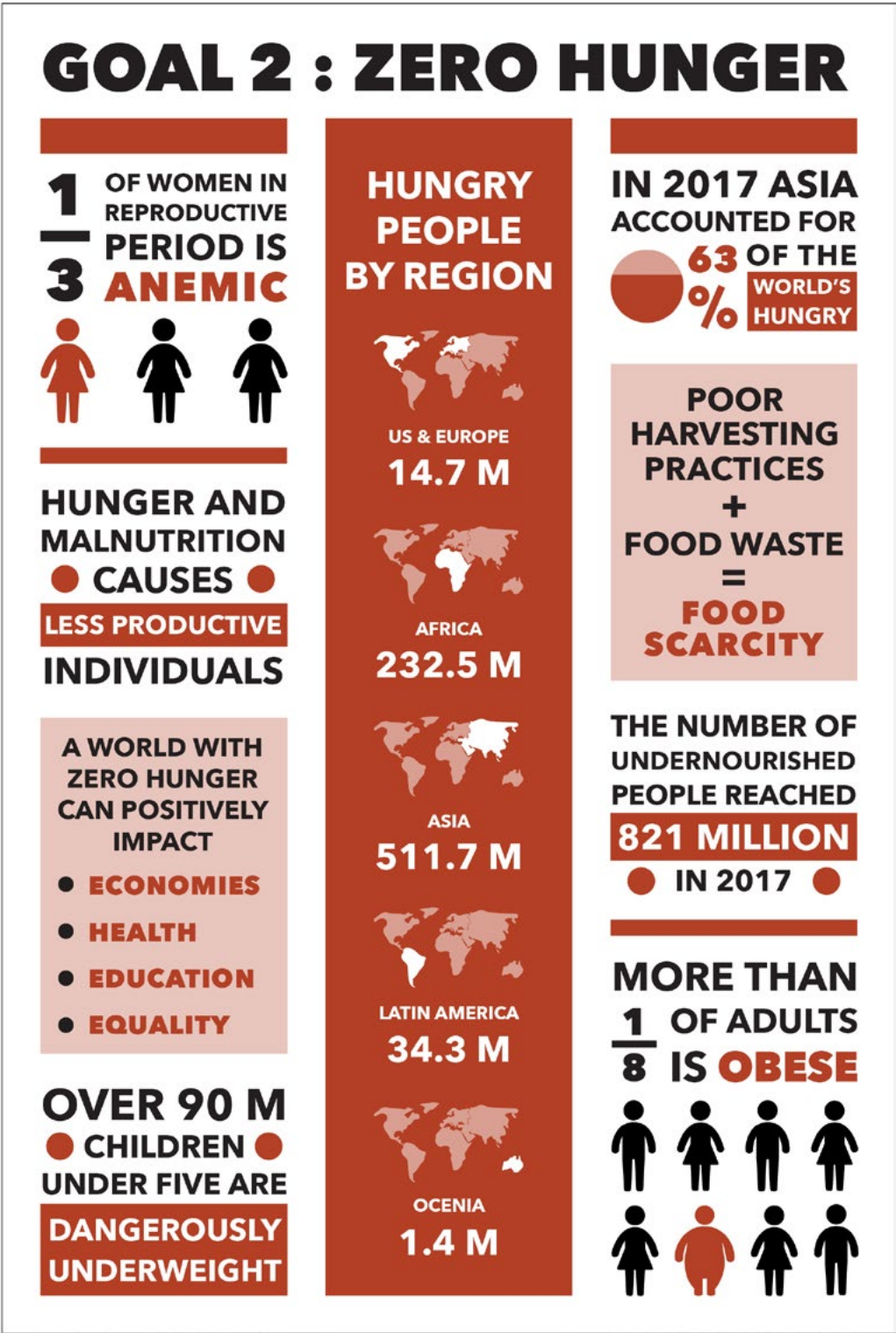


I want to be left alone signal

Both pebbles turn blue when one of its users swipe their finger down on their pebble. They remain blue until the same user swipes their finger up to turn off the signal



VISUAL DESIGN PROJECTS



INFOGRAPHIC POSTER DESIGN

MENU DESIGN



POSTER DESIGN

MASTER CLASS

INTERMEDIATE LEVEL
BALLET COURSE

hosted by
ELIF TASKIN
@ballerina.tr

Zoom link in bio
Passcode: laura

with guest
lecturer
**LAURA
COE**

**27.12
2020**

10 AM
Boston
6 PM
Istanbul





WAYS TO REDUCE FOOD WASTE



1 BE CREATIVE WITH YOUR KITCHEN EXCESS

SURPLUS FOOD CAN BE USED IN NEW DISHES

- STALE BREAD AS **CROUTONS**
- FRUITS AS **DESSERT TOPPING**
- VEGETABLE TRIMMINGS IN **SOUPS AND SAUCES**

2 USE AS ANIMAL FEED

- **FEED STREET CATS AND DOGS** WITH DAIRY PRODUCTS AND MEAT IN EDIBLE CONDITION
- **MAKE POURAGE FOR BIRDS** USING LEFTOVER INGREDIENTS
- **SEND SURPLUS VEGETABLES OR FRUITS** TO LIVESTOCK FARMS

3 MAKE COMPOST AT YOUR HOME FROM WASTES

- **PLACE YOUR COMPOST BIN** OUT OF SUNLIGHT
- **MIX BROWN AND GREEN** WASTE AS **MULTI-LAYERS**
- **STIR IT EVERY OTHER WEEK**
- **ADD WATER** IF PILE DRIES

SOCIAL MEDIA CONTENT DESIGN

Wanna learn more ?
Lets keep in touch !



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