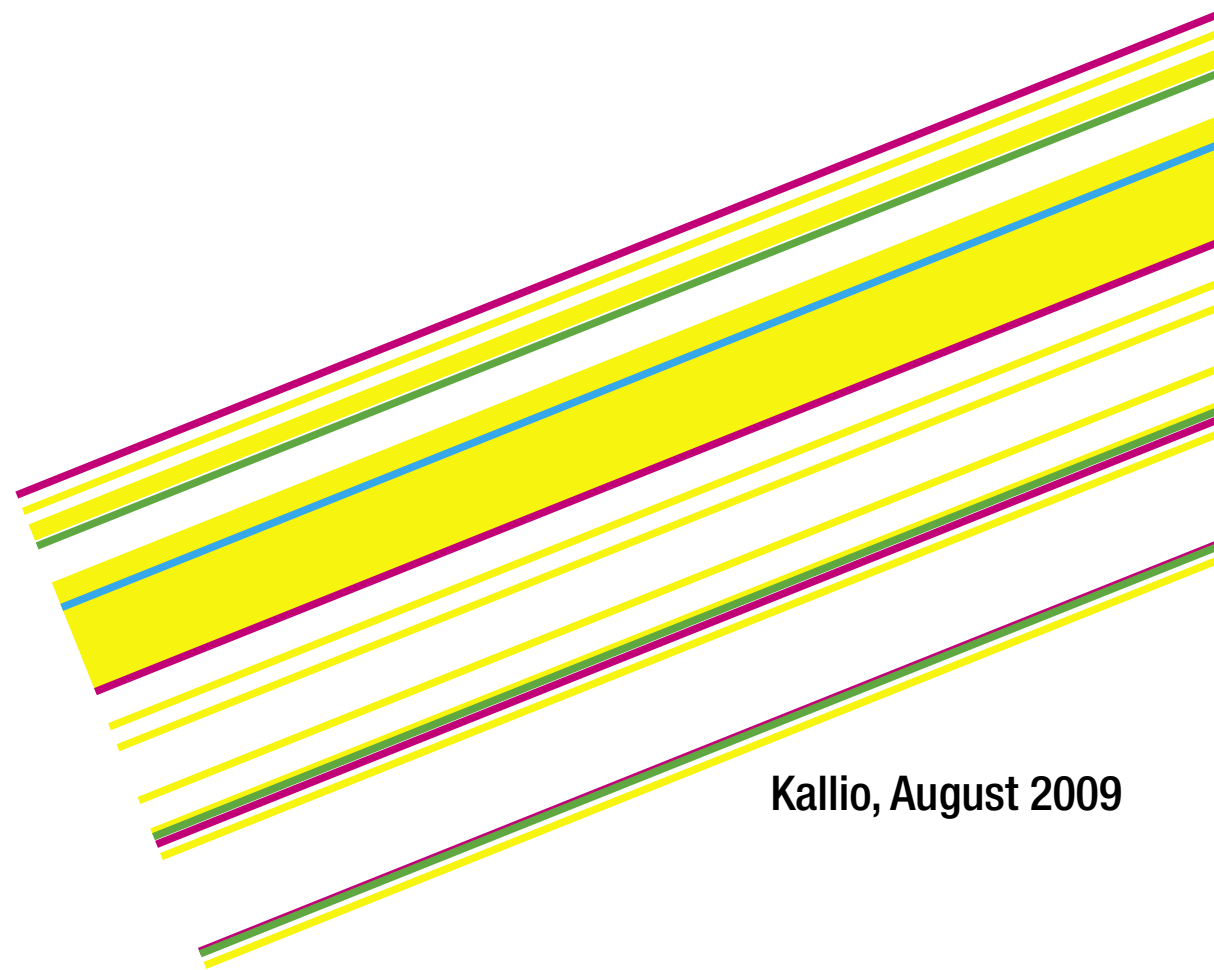


journey of korhan



Kallio, August 2009

personal presentation by Korhan Büyükdemirci

TAKE OFF

1998 / 2003

METU, tr

BA'sics in INDUSTRIAL DESIGN

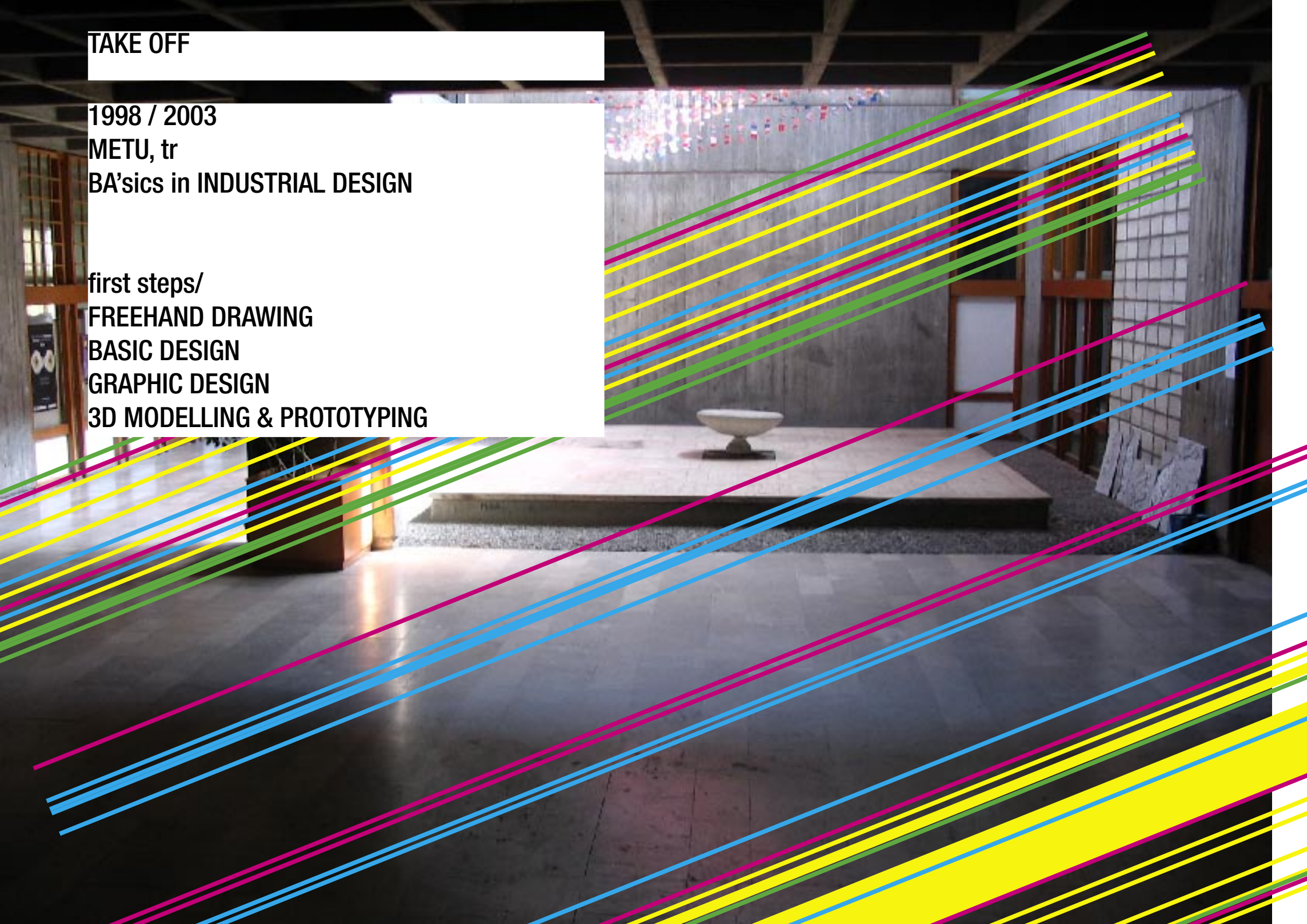
first steps/

FREEHAND DRAWING

BASIC DESIGN

GRAPHIC DESIGN

3D MODELLING & PROTOTYPING



READY TO MOVE ON
BA THESIS
2003
BEKO/entegre





NEXT STOP

2004 / 2007

**TAIDETEOLLINEN KORKEAKOULU, fi
MA in STRATEGIC DESIGN**

key learnings/ highlights

USER RESEARCH / UID

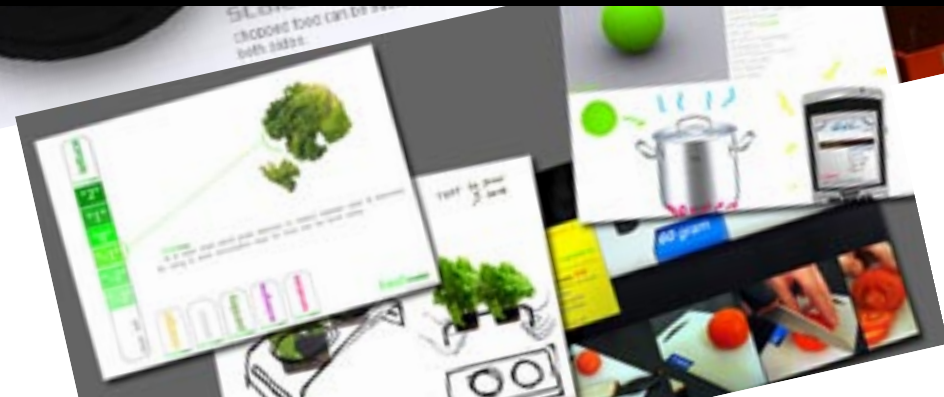
STRATEGIC FORESIGHT/ FUTURE RESEARCH

SERVICE DESIGN

IDBM



probes/ trend analysis /service design /strategic foresight /branding /future research /user inspired design / user inter-





MEANWHILE

2005 / 2007

**INTERNATIONAL DESIGN
BUSINESS MANAGEMENT**

main courses/
**PRINCIPLES OF STRATEGIC
MANAGEMENT,
INTERNATIONAL MARKETING,
BRANDING,
IDBM PROJECT teliasonera
KNOWLEDGE MANAGEMENT,
CREATIVE TEAMWORK.**



DIGITAL JOURNEY BEGINS

FUTURE RESEARCH
& CONCEPTING
IDBM TELIASONERA



"future of communication"

>yeah more to try/
TREND EVALUA-
TION/ FUTURE SCE-
NARIO CREATION/
CONCEPTING/ UI
DESIGN

TeliaSonera



GETTING WISER, TAIK MASTER THESIS

STRATEGIC USE OF DESIGN TO ENHANCE
CUSTOMER EXPERIENCE,
CASE STUDY OF TELIA SONERA, 2007

[>click here to read thesis online](#)

tasks/

BRAND ANALYSIS OF APPLE [>click to view](#)

BRAND POSITIONING OF SONERA [>click to view](#)

BRAND VALUE CREATION

STRATEGY CREATION/ EXPERIENTIAL PLATFORM

EXPERIENCE DESIGN SCENARIOS



STRATEGIC USE OF DESIGN TO ENHANCE
CUSTOMER EXPERIENCE,
CASE STUDY OF TELIA SONERA, 2007

STRATEGIC USE OF EXPERIENCE DESIGN



DESIGN STRATEGY

...we are moving to an 'experience economy', where experience is the actual business offering: "elements that create customer experiences can be identified and reproduced, which make them designable" (Shedroff, 2007). As a result, there need to be designers to design experiences, and as more designers are starting to involve themselves with the creation of customer experiences, a new field called Experience Design is emerging



STARCUT OYJ., sept 07 - till present
my title 'SERVICE ANALYST'

say do MAKE

Product Name
Nokia Nseries
WELCOME TO NOKIA Nseries

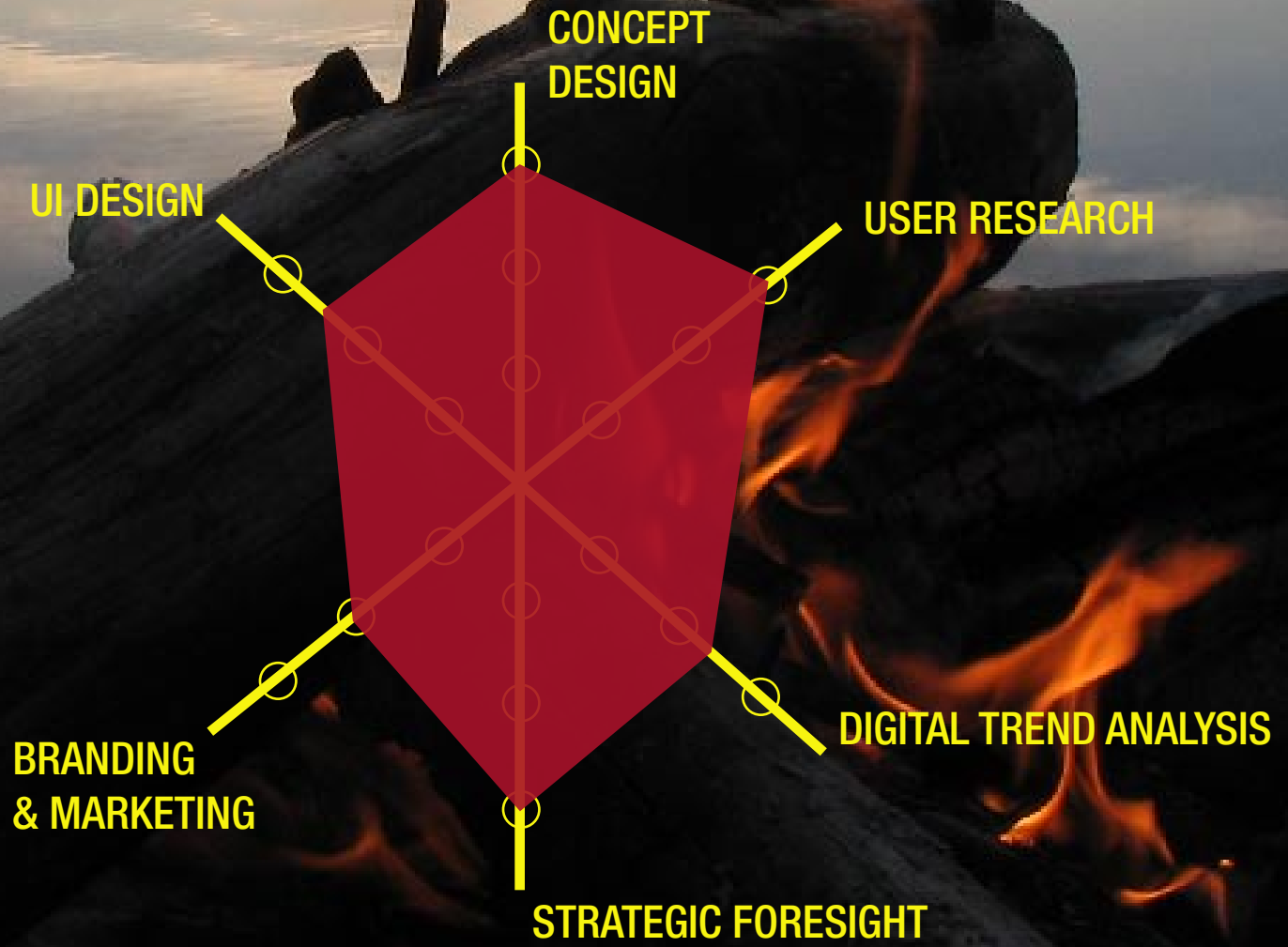
tasks/
USER RESEARCH & CONCEPTING
BUSINESS ANALYSIS
STRATEGY CREATION

example client/biz development cases
NOKIA, HELSINGIN SANOMAT, COCA-COLA

TODAY

“me, myself and i”

PERSONAL COMPETENCE MAPPING



WHICH BLOGS I LIKE TO READ

- > adaptivepath
- < springwise
- < coolhunter
- > likecool
- < seth godin
- > umea interaction design
- < elma+alt+shift
- > tomi ahonen
- < techcrunch
- > core77



click to view

- < [MY PRESENTATIONS ON SLIDESHARE](#)
- > [MY HOMEPAGE](#)

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- > @korhan_b (#twitter)

