

# University Academic Curriculum Vitae

## Personal information

**Name:** Seçil Uğur Yavuz  
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## Education since leaving school

- 2005, Bachelor Degree in Industrial Product Design; Istanbul Technical University
- 2007, Master Degree in Product, Service, System Design; Politecnico di Milano
- 2008 I-NOVA, a specialization program of the Poltrona Frau Group, hosted by the Scuola Politecnica di Design (SPD) in Milan.
- 2012, PhD in Design; Politecnico di Milano - "European Doctorate" level
- 2010 August-November, Visiting PhD scholar in Designing Quality in Interaction Group, in Wearable Senses Lab, Eindhoven University of Technology)

## Present appointment

- Research Fellow (RTD Junior)
- 2015 October - today
- Free University of Bozen-Bolzano, Faculty of Design and Art
- Research in "Basic and applied research on innovative forms of Product Design. Investigations and experimental interpretations in the field of traditional and contemporary processes, typologies, technologies and materials with focus on Computer Aided Design, Rapid Prototyping and Rapid Manufacturing "

## Professional experience

From / to	Job title	Name of academic Institution	responsibilities
2014-2015	Research Collaborator	Dipartimento di Eletttronica e Informazione of Politecnico di Milano	Interface design of the App, through user-centred design methodology and concept design of a wearable device.
2012-2015	International relations (collaborator)	POLI.design, Consortium of Politecnico di Milano	Organization of post-graduate educational activities in abroad/Italy, organization of on-demand courses for foreign delegations in POLI.design, establishing new international networks for POLI.design.
February-April 2012	Research Collaborator	KAEMaRT Group-Mechanical Engineering Faculty, Politecnico di Milano	Research on design of haptic communication technologies
September-December 2011	Research Collaborator	Politecnico di Milano, Department of Design	User interface design for the Smart Grid enabled integrated Green Kitchen for Whirlpool, Industria 2015 project.
April-December 2008	Design Intern	Poltrona Frau Group, Cassina-R&D Department	Furniture design and prototyping
February-May 2007	Design Intern	Deepdesign Studio	Accessory design, electronic products design, packaging design, furniture design, ceramic/glass wares, food design.

## Participation in exhibitions

- E-Maze-me Wearable prototype (designed together with Chiara Zardi), March 2018, Bolzano, BITZ Fablab – Fablab Openning.
- Making Textiles Talk workshop results, exhibited at Arduino Day, March, 2017, Bolzano, BITZ Fablab.
- TANA project, exhibited at LUNA (Long Night of Research), September, 2016, UNIBZ, Bolzano.
- Tabula Rasa interactive installation, exhibited at Wearable Technologies Seminar-Exhibition place, Sbodio32, Zona Lambrate, April 2015, Milano Design Week, Milan.
- Toy design for elderly with dementia, designed during Toy Design and Inclusive Play Workshop (17th Internationaler Kreativitätsworkshop), exhibited in Arbeitsergebnisse auf der Werkstätten Messe (Sheltered Workshops´Fair), on 14-17, March 2013, in Nuremberg, Germany.
- Social Skin project, exhibited at Pretty Smart Textiles Exhibition, at Textiles Innovation Centre TIO3, in 2012, in Ronse, Belgium.
- Social Skin project, exhibited at Pretty Smart Textiles Exhibition, at TEKO Design and Business, in 2011, in Herning, Denmark.
- Milano Ring, jewellery design work (designed together with Raffaella Mangiarotti), exhibited at “Gioielli per Milano Gioielli per Milano e il sistema orafa Lombardo” exhibition, in 2011, in Triennale di Milano, Milan, Italy.
- Skin & Bone prototype, exhibited in OEQC (Open European Quilt Championships) Exhibition, 2011, in Netherlands.
- Demonstration, at WinVR2011 Conference, Italy: “Haptic Devices for Communicating Emotions” 27-28 June, 2011.
- Social Skin project, exhibited in The Fashion & Technology symposium in STRP Festival, in 2010, Eindhoven, Netherlands.
- Papertales, jewellery Design work (designed together with Raffaella Mangiarotti and Antonio Arico), exhibited at “Gioielli di carta - Paper jewellery” exhibition, 16 settembre-25 ottobre 2009, in Triennale di Milano, Milan, Italy.
- “Bag design- Bug-Bag”, February 2007, in Maison Francaise Exhibition, Istanbul, Turkey.
- “Accessory design - Bloom”, September 2006, in Istanbul Design Week`06, Istanbul, Turkey.
- “Street furniture - The Child inside Us”, May 2006, exhibited in Istanbul Street Design Week, Istanbul, Turkey.
- Packaging design project as a part of a collection of student works developed at ITU, exhibited at ME Design: Forms of the Mediterranean Exhibition, in November 2004, Genova, Italy.

## Awards

- 2015, “A design practice on communicating emotions through visual, tactile and auditory simulations” conference paper was selected as one of the most distinguished paper presented at the International Conference on Research into Design, ICoRD’15, held during 7-9 January, 2015, in Bangalore, India.
- 2008, Selected as one of the 15 international young designers for I-NOVA, a specialization program for the Poltrona Frau Group, hosted by the Scuola Politecnica di Design (SPD) in Milan.
- 2005, Second rank in the graduation of Bachelor Degree in Industrial Product Design, Istanbul Technical University, Istanbul, Turkey.
- 2005, Selected as one of the 10 Most Wanted Designers by Wallpaper Magazine (2005 July-August Issue)
- 2005, Selected as the young talented Turkish designer of 2005 in EDIDA design competition, organized by ELLE Decor Magazine, Turkey.

## Experience in academic teaching

From/to	Lesson	University	Academic level
26/02/18-18/06/18	Digital Modelling (60h)	Libera Università di Bolzano	Bachelor in Design
02/10/17-22/01/18	Digital Modelling (60h)	Libera Università di Bolzano	Bachelor in Design
27/02/17-19/06/17	Digital Modelling (60h)	Libera Università di Bolzano	Bachelor in Design
03/10/16-23/01/17	Digital Modelling (60h)	Libera Università di Bolzano	Bachelor in Design
29/02/16-20/06/16	Digital Modelling (60h)	Libera Università di Bolzano	Bachelor in Design
05/10/15-11/01/16	Digital Modelling (60h)	Libera Università di Bolzano	Bachelor in Design

- 27 June 2018 | Lecture: "CO-STORY - What if children design a smart object?" in Phd Course at Politecnico di Milano, Within the course "Research in design, Analysis of Case Studies", at Department of Design, Politecnico di Milano, directed by Prof. Raffaella Trocchianesi (PhD level) (2 hours).
- 12-20 September 2017 | Tutorship in International New Idea design workshop, Nida, Lithuania (graduate level) (7 days - 56 hours)
- 16 June 2016 | Lecture: "Practice-based Design Research (Two case-stories)" in Phd Course at Politecnico di Milano, Within the course "Research in design, academic case histories nell'ambito del Dottorato di ricerca in Design", at Department of Design, Politecnico di Milano, directed by Prof. Raffaella Trocchianesi (PhD level) (2 hours).
- 2015 March | Lecture: "Design of Smart Systems, Services and Products", within International Design Lectures, at Istanbul Technical University, Department of Industrial Product Design, Istanbul, Turkey (graduate level) (2 hours).
- 2015 March | Lecture: "Designing Smart System: New Frontiers of body, space and technology", within Industrial Design Lectures, at KHAS, Department of Industrial Design, Istanbul, Turkey (graduate level) (2 hours).
- 2014 October – 2016 January | Teaching Assistant of design studio: 2nd year master course "Accessory Design Studio", conducted by Alba Cappellieri at Politecnico di Milano, Milan, Italy (master level) (3 semesters-21 hours per semester).
- 2014 July | Lecture: "Smart Materials and Technologies" at "Design Driven Innovation in Product Design" course, organized by POLI.design for students of DUOC Chile, in Milan (post-graduate level) (2 hours).
- 2014 June | Invited seminar at UBI, Covilhã, Portugal: "Wearable Technology From a Human Centred Design Perspective" (2 hours)
- 2014 May | Teaching Assistant of workshop: 3rd year bachelor workshop - "The Magic of Light", conducted by Ilkka Supannen at Politecnico di Milano, Milan, Italy (graduate level) (5 day workshop - 40 hours)
- 2014 April | Lecture: "Design-driven innovation in furniture design: New materials, technologies and strategies" at POLI.design, for group of professionals from FIRJAN (Federacao das Industrias do Rio de Janeiro), in Milan (post-graduate level) (2 hours).
- 2014 April | Lecture: "Design-driven innovation in furniture design: New materials, technologies and strategies" at POLI.design in Milan for group of professionals from CNI, (Confederacao Nacional da industria) Espirito Santo, in Milan (post-graduate level) (2 hours).

- 2013 October | Conductor of workshop: “Wearables for Wellbeing”, at Izmir University of Economics, Faculty of Fine Arts and Design, Izmir, Turkey (graduate level) (2 day workshop- 16 hours).
- 2013 January | Lecture: “Smart Materials for Footwear Design” at POLI.design, in Milan, for visiting students from Rhode Island School of Design (graduate level) (2 hours).
- 2012 April – 2013 February | Lecture: “Innovative Materials for Footwear Design” lecture and tutoring in Footwear Design Course (Corso di Design della Calzatura), POLI.design, Milan, Italy (post-graduate level) (8 hours).
- 2012 Spring Semester | Teaching Assistant: at Laboratorio Elementi Visivi del Progetto (Visual Design Laboratory), School of Design, Politecnico di Milano, Milan, Italy (graduate level) (1 semester, 21 hours per semester).

## Publications

### Books – Authored

- Ugur, S. (2013) *Wearing Embodied Emotions: A practice based design research on wearable technology*, Springer-Verlag Mailand.  
Doi: 10.1007/978-88-470-5247-5

### Contributions in books

- Biagi L., Comai S., Mangiarotti R., Matteucci M., Negretti M. and Ugur Yavuz S. (2017) “Enriching Geographic Maps with Accessible Paths Derived from Implicit Mobile Device Data Collection”. In: Shin'ichi K. and Roussos G. (eds) *Enriching Urban Spaces with Ambient Computing, the Internet of Things, and Smart City Design*. IGI Global, 89-113.  
Doi:10.4018/978-1-5225-0827-4.ch005
- \* Cappellieri A., Tenuta L., Ugur Yavuz S. (2017) “The Role of Design for the Brand Identity of Jewellery”. In: Thieme W. (eds) *Luxusmarkenmanagement*. Springer Gabler, Wiesbaden, 253-260.  
Doi: 10.1007/978-3-658-09072-2\_12

### Journal Papers in refereed academic journals

- Ugur Yavuz S, Bonetti R, Cohen N, (2017). Designing the Next Smart Objects together with Children, DESIGN FOR NEXT: Proceedings of the 12th European Academy of Design Conference. Sapienza University of Rome, 12-14 April 2017. *The Design Journal*, edited by Loredana Di Lucchio, Lorenzo Imbesi, Paul Atkinson, ISBN 978-1-138-09023-1
- Ugur Yavuz S, (2016) Diventare un “nomade intelligente” - Becoming the “smart nomad”, Diid. Disegno Industriale Industrial Design, *Travel Design*, 78-83. ISSN 19828, ISBN 978-88-89819- 8-6
- Ugur Yavuz S, Bordegoni M, Carulli M. (2016) A design practice on communicating emotions through sensory signals, *Concurrent Engineering: Research and Applications Journal*, 1-10.  
Doi: 10.1177/1063293X16678440

### Conference Proceedings

- Bonetti, R, Ugur Yavuz, S., Cohen, N. (2018). Emotion Capsule \_A New Form of Communication Designed Together with Teenagers. Proc. of Future of Education Conference, PIXEL, 18th Edition, Florence, Italy.

- Gennari R, Melonio, A., *Ugur Yavuz, S.* (2018). Prototyping for Investigating Affective Objects with and for Children. Proc. of Fifth International Workshop on Cultures of Participation in the Digital Age - CoPDA 2018 Castiglione della Pescaia, Italy, May 29, 2018 (published at <http://ceur-ws.org>).
- *Ugur Yavuz S.* & Cohen N. (2018) "Making Textiles Talk- An Experimental E-Textile Workshop" In: Proceedings of D\_TEX Textile Design Conference 2017: Textiles, Identity and Innovation, Lisbon, 2-4 November, 2017, Taylor & Francis.
- *Januário V, Salvado R, Ugur Yavuz S,* (2018) "Sustainable Textiles – A review on Strategies for Product Lifetime Extension". In: Proceedings of D\_TEX Textile Design Conference 2017: Textiles, Identity and Innovation, Lisbon, 2-4 November, 2017, Taylor & Francis.
- *Ugur Yavuz S, Cohen N, Salvado R, Araújo P,* (2016) "Wandering With Textiles", Proceedings of DESIGNA 2016: Erro(r); International Conference on Design Research, Universidade da Beira Interior, 24/25 November 2016; UBI University of Beira Interior, ISBN: 978-989-654-359-4
- *Ugur Yavuz S, Bonetti R, Cohen N,* (2016) "When objects tell stories: Children designing future smart objects", In Proceedings of 6th STS Italia Conference: Sociotechnical Environments, Italian Society of Science and Technology Studies, Trento. ISBN: 978-88-940625-1-9 \*
- Bernabei R, Cappellieri A, Tenuta L, *Ugur Yavuz S,* (2016) "CAD/CAM and Jewellery Design Education", In: Proceedings of Making Futures 2015: Craft and the return of the maker in a post-global sustainably aware society, Plymouth College of Art, Making Futures, ISSN: 2042-1664 \*
- Comai, S., Kayange, D., Mangiarotti, R., Matteucci, M., *Ugur Yavuz, S.,* Valentini, F. (2015) "Mapping city accessibility: review and analysis". In: Proceedings 13th International Conference on Advancing Assistive Technology and eAccessibility for People with Disabilities (AAATE 2015), Budapest, Hungary. ISBN: 978-1-61499-565-4
- Biagi L., Comai S., Grec F. C., Mangiarotti R., Matteucci M., Negretti M., *Ugur Yavuz S.,* Visconti M.G. (2015) "The MEP project: Map for Easy Paths". In: proceedings del FOSS4G Europe 2015 Symposium (Free and Open Source For Geospatial Europe Conference) – Como, Luglio 2015. ISSN 1591-092X
- *Ugur Yavuz S, Bordegoni M, Carulli M,* (2015) "A Design Practice on Communicating Emotions Through Visual, Tactile and Auditory Simulations" In Proceedings of ICoRD'15 –Research into Design Across Boundaries Volume 2, Smart Innovation, Systems and Technologies Volume 34, 2015, pp. 279-289.
- *Ugur Yavuz S,* (2014) "Enhancing Corporeal Boundaries through Technology", In: Proceedings of the 5th STS Italian Conference: A Matter of Design: Making Society through Science and Technology, STS, ISBN: 978-90-78146-05-6
- *Ugur Yavuz S, Bordegoni M, Carulli M.* (2012). "Can Wearable Technology Enhance Emotional Intimacy? An experimental design research". In: Proceedings of 8th International Conference on Design and Emotion: Out of Control D&E, ISBN: 978-0957071926 \*
- Bordegoni M, *Ugur Yavuz S, Carulli C,* (2012) "When Technology Has Invisible Hands: Designing Wearable Technologies for Haptic Communication of Emotions", ASME 2012 International Design Engineering Technical Conferences

and Computers and Information in Engineering Conference: ASME Volume 2: 32nd Computers and Information in Engineering Conference, Parts A and B, Chicago, Illinois, USA, August 12–15, 2012

- *Ugur Yavuz S, Bordegoni M, Wensveen SGE, Mangiarotti R, Carulli M, (2011) “Embodiment of Emotions through Wearable Technology”, Proceedings of the ASME International Design Engineering Technical Conferences and Computers and Information in Engineering Conference - 2011: Volume 2: 31st Computers and Information in Engineering Conference, Parts A and B, Washington, DC, USA, August 28–31, 2011*
- *Ugur Yavuz S, Mangiarotti R, Bordegoni M, Carulli M, Wensveen SAG, Duncker IL, (2011) “An experimental research project: wearable technology for embodiment of emotions”. In: Proceedings of the 2011 Conference on Designing Pleasurable Products and Interfaces, ACM, ISBN: 978-1-4503-1280-6*
- *Ferraro V. and Ugur S. (2011). “Designing wearable technologies through a user centered approach”. In: Proceedings of the 2011 Conference on Designing Pleasurable Products and Interfaces (DPPI '11). ACM, New York, NY, USA, Article 5, 8 pages.*

#### **Abstracts**

- *Ugur Yavuz, S (2018) Co-designing smart objects with children, Dissolving Boundaries Conference, Young Bauhaus Research, Weimar, Germany.*
- *Ugur S. (2011). “Tactile and Visual Perception of Emotions through Wearable Technology”, Sensuous Objects Workshop, Copenhagen, Denmark: 29-30 Sept 2011.*
- *Ugur S. (2010). “The Social Skin”, SLSAeu, TEXTURES, 6th European Meeting of Society for Literature, Science and Arts, in Riga, Latvia, 15-19 June 2010.*

#### **Posters**

- *“Tangible Narrators”, (2017) Poster presentation, at “Internet of Things, energy awareness and sustainability” Workshop, UNIBZ, Bolzano.*
- *“Embodiment of Emotions through Wearable Technology”, (2011) Poster presentation, at Cumulus/DRS Symposium, Cumulus International Symposium for Design Education, Researchers, Paris, France., 18-19 May 2011.*

## **Language competence**

English (C1- Cambridge)  
Italian (B2 – CELI 3)  
German (A2)  
Turkish (Mother language)