

# Esin Arsan Karasabun

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Hi there! I'm a User Experience & Service Design Lead, based in San Francisco. I translate human insights into services, products, and spaces that enable and delight people, and drive impact. Over the last 10 years, my work has addressed complex challenges across all sectors, where I collaborated with organizations such as Nike, Facebook, Carnival, the State of New Mexico, and the City of San Francisco.

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## EXPERIENCE

**Fjord** · San Francisco, CA & Istanbul, TR

**Service & Interaction Design Lead** · 09/2018–10/2019

**Sr. Service & Interaction Designer** · 06/2016–09/2018

**Service & Interaction Designer** · 05/2014–06/2016

I was responsible for framing our team's approach, ensuring quality, and driving a human-centered design process while guiding fellow team members across all phases of product/service development for over 20 clients. In addition to being a hands-on lead for the research and design activities, I led the communication of our process and solutions to partners and clients, collaborated closely with business and development teams, and helped win new work by shaping proposals. I was also the career counselor/line manager of 4 Fjordians.

**I-AM Associates** · Istanbul, TR

**UX Designer & Researcher** · 10/2011–05/2014

As one of the first members of the Insight & Digital team, I was part of our transformation from a tiny start-up into one of Istanbul's largest experience design teams. As an individual contributor and a team lead, I worked on creating services and products that put people first across the banking, telecommunications, and retail industries.

**Mayo Clinic Center for Innovation** · Rochester, MN

**Service Designer & Researcher** · 05/2011–09/2011

I partnered with clinicians, technologists, project managers, designers, hospital staff, and patients on projects that reimagine the outpatient practice and explore ways to integrate palliative care in the patient care plan, with the overall mission to transform the experience and delivery of health care.

**Readymade Studios | Stephen Burks** · Brooklyn, NY

**Assistant Designer** · 01/2011–05/2011

I assisted the design and physical creation of the "Stephen Burks: Man Made" exhibition at the Studio Museum in Harlem (03/2011–06/2011) and studio's various commercial design projects.

**Self-Employed** · Ankara, TR

**Interior Architect** · 08/2007–07/2008

I designed and executed the interior design of the newborn outpatient clinic at Ankara University Faculty of Medicine Cebeci Hospital.

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## EDUCATION

**Pratt Institute** · Brooklyn, NY

**Fulbright Scholar** · 08/2008–08/2010

**M.I.D., Industrial Design** · 08/2008–01/2011

Summa cum laude. Thesis on "Chronic Wellness: Improving patient experience and simplifying self-management for children and adolescents with chronic conditions."

**Bilkent University** · Ankara, TR

**B.F.A., Interior Architecture & Environmental Design** · 09/2003–06/2007

Summa cum laude. Merit-based full tuition scholarship

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## RECOGNITION & AWARDS

**Fjord & Accenture**

**Global Greater Than Award Recipient** · 2018

**R.A.V.E. Award Recipient for Teamwork** · 2017

**Fjord Innovation Fund Grantee** · 2015

**The Loeries Award**

**Service Design Gold** · 2017

The 'Smart Exits' project for Momentum helped turn around a high rate of early pension withdrawal ahead of retirement by helping South Africans make better financial decisions during a job change.

**Pratt Institute**

**Excellence in Academic Achievement Award** · 2011

**Wilsonart International**

**Student Design Challenge Winner** · 2010

The "142 Chair" won first place and was exhibited at the International Contemporary Furniture Fair in New York City.

**P.E.O. International**

**International Peace Scholarship** · 2008–2010

**U.S. Department of State**

**Fulbright Scholarship** · 2008–2010