

PETEK BASIBUYUK

Strategic Designer

+19172505292 petekbasibuyuk@gmail.com www.linkedin.com/in/petekbasibuyuk New York

SUMMARY

With comprehensive undergraduate and graduate studies in Strategic Design and Management, I have developed a strong foundation in user research, service design, and innovation strategy. My academic journey emphasized human-centered design, qualitative and quantitative research, and creating actionable insights to inform design decisions. Key achievements include identifying user pain points and opportunity areas for caregivers, exploring innovative solutions to enhance user experiences, and applying systems thinking to address complex challenges across various domains.

EXPERIENCE

Business Development Associate

Oguz Packaging

09/2021 - 05/2022 Istanbul, Turkey

- Conducted market research to identify and target new business opportunities, improving sales efforts and market positioning
- Managed client relationships by addressing client needs and offering customized solutions
- Collaborated with cross-functional teams to streamline processes and address operational bottlenecks, ensuring efficient workflows and client satisfaction

Brand Strategy and PR Intern

Tepta Lighting

02/2021 - 04/2021 Istanbul, Turkey

- Supported the generation of monthly press reports and crafted and evaluated product slide decks
- Coordinated the renovation of a brand's showroom displays by managing the briefing process, obtaining price quotes, and coordinating logistics
- Produced compelling visual assets for social media platforms and print materials

EDUCATION

MS, Strategic Design & Management

Parsons School of Design - The New School

2022 - 2024 New York, United States

GPA
3.87 / 4.0

BBA, Strategic Design & Management

Parsons School of Design - The New School

2016 - 2020 New York, United States

GPA
3.31 / 4.0

PROJECTS

Amazon X External Engagement Studio

01/2023 - 05/2023

Enhancing Alexa Together Caregiver Experience

- Led research to identify key pain points for caregivers in multi-generational households, focusing on collaborative caregiving.
- Proposed solutions to enhance the service, integrating user feedback and UI/UX improvements.
- Developed UX mockups for an enhanced 'Alexa Together,' improving usability based on research findings.

PUBLICATIONS

"Collaborative Caregiving in Multi-Generational Families"

Perspectives on Social and Material Fractures in Care

https://doi.org/10.4018/979-8-3693-0015-2.ch006

LANGUAGES

Turkish Native English Proficient French Beginner

SKILLS

- Adobe Creative Suite
- Figma
- Microsoft Office
- UI / UX Design
- UX Research
- Collaboration and Facilitation
- Communication
- Problem-solving
- Data-Analysis
- Qualitative/Quantitative Research
- Human-Centered Design