

Serkan Bayraktaroglu, Ph.D.

Başakşehir Mh. 2.Etap
Süleyman Çelebi Cd. 16/9
Başakşehir İstanbul
TURKEY

Cell: +905326064892

Email: bayraktaroglu.serkan@gmail.com

Academic Experience

Assistant Professor 2020 - ongoing	Industrial Design Department, Istanbul University
Deputy Chair 2017 – 2020	Industrial Product Design Department, Kadir Has University
Assistant Professor 2016 – 2020	Industrial Product Design Department, Kadir Has University Coordinator of Design for Social Innovation and Strategic Design tracks under the Design MA. (2016-2020) Coordinator of City and Children Master Study, Kadir Has University (2018-2020)
Lecturer 2010-2016	Industrial Product Design Department, Kadir Has University
Research Student 2008 (6 month)	(Master Thesis) Product Development Department / Munich Technical University - Germany

Teachings

Graduate

- Design for Social Innovation
- Design and Society

Undergraduate

- Design Studio I,II, II, IV, V. Graduation Project: Semester long design project including user research design and development of products and services.
- Design Research: Constructive design research
- Sustainability in Design: Introduction to sustainability issues and sustainable design tools and methods.
- Strategic Design: Design of Product Service Systems
- Design Innovation and Product Strategies: Innovation theory, company strategies and design innovation process.
- Marketing for Industrial Designers: Fundamentals of marketing notions for industrial designers
- Principles and Processes of Industrial Design: Various Approaches of Industrial Design Process, tools and techniques
- Materials and Manufacturing Techniques: Introduction to materials and manufacturing techniques, use of material selection tools.

Education

Ph.D. 2009-2015	Istanbul Technical University (TR) Industrial Product Design / Graduate School of Science and Engineering Technology Thesis Title: Investigating design for social innovation through business models in rural India: A model proposal for developing countries
Master 2005-2008	Technische Universitaet Dortmund (DE) / Twente University (NL) Industrial Design and Manufacturing / A collaborative master program Thesis Title: Internal CRM and Management of Communication in Product Development. Managing Communication in Automotive Body Design: Influencing Factors Describing Communication, in collaboration with Munich Technical University and AUDI AG
Bachelor 1999-2003	Kocaeli University (TR) Industrial Engineering / Faculty of Engineering

Publications

- **Bridging roles of social innovations in rural development: craft initiatives from Kutch, India.** Bayraktaroğlu, S. (2020). *Journal of Design for Resilience in Architecture and Planning*, 1(1), 103–118. <https://doi.org/10.47818/DRArch.2020.v1i1007>
- **Sosyal Yenileşim ve Tasarımın Değişen Rollerini (Social Innovation and the Changing Roles of Design).** Bayraktaroğlu S., Şatir S., Akgün A. A. (2014). *Tasarım + Kuram*, 10(18), 36-52.
- **Bir Sürdürülebilir Kalkınma Pratiği Olarak Yavaş Şehirler Hareketi İçin Tasarım (Design for Slow Cities Movement as a Sustainable Development Practice)** Narter Ç., Bayraktaroğlu S. (2012). *Panorama*, 1(7), 54-57.

Book Chapters

- **Actors of rural innovation: Bamboo Craft Initiatives from Northeast India**, Bayraktaroğlu S. in: *Rural Areas: An Overview*, L. S. Andersen (Editor), NOVA Science Publishers Inc. , New York, 2020
- **Döngüsel Tasarımın Yükselişi ve Sınırları (Rise of Circular Design and Its Limits)** Bayraktaroğlu S. in: *İyi Tasarım 'Döngü'*, Emre Gönülçür, Aren emre Kurtgözü (Editor), İzmir Akdeniz Akademisi, İzmir, 2020
- **Identifying Social Aspects Of Terrorism On Human Behavior With A Design Point Of View: Form Follows Fear**, Bayraktaroğlu S., Narter Ç., in *Framing Violence: Conflicting Images, Identities, and Discourses*, Banu Baybars Hawks (Editor), Cambridge Scholars Publishing, 2016
- **Responding the Industry's Request for Design Knowledge: Reflections of a private educational initiative from Turkey**, Coşkun Orlandi A. E., Bayraktaroğlu S, in *Pioneering Minds Worldwide on the Entrepreneurial Principles of the Cultural and Creative Industries*, Giep Hagoort, Aukje Thomassen, Rene Kooyman, (Editor), Eburon Publishers, 2012

Proceedings

- **Identifying the contribution of design to the safeguarding intangible cultural heritage: A Systematic Literature Review** Bayraktaroğlu, S. 10th International Conference on Business, Technology and Innovation 2021, Pristine, Kosovo, 29-30 October 2021, pp.331
- **Development of an Interdisciplinary Master's Degree in City and Children Studies** Bayraktaroğlu, S. 9th International Conference on Business, Technology and Innovation 2020, Pristine, Kosovo, 30-31 October 2020, pp.251
- **Design for repair as a strategy to foster sustainable user behavior: a case of undergraduate product**

Design studio Bayraktaroğlu S. 8th International Conference on Business, Technology and Innovation, Pristine, Kosovo, 26-28 October 2019, pp.64-68

- **Social Aspects of Terrorism and Human Behavior Form Follows Fear in Design.** Narter Ç., Bayraktaroğlu S. (2015). 4th International Conference on Conflict, Terror and Society, 20-20.
- **Transportation design in the context of Slow City Movement for Sustainable Development (In Turkish)** Narter Ç., Bayraktaroğlu S. (2012)., Green Age Symposium II, 542-549.
- **A traditional Craftmanship Organisation Model for Sustainable Development of Modern Clusters** Bayraktaroğlu S.(2011). International Symposium on Sustainable Design III, 16-26.
- **Engaging Strategic Design to Undergraduate Design Education A case Study in Sishane Istanbul Sustainability of Networks for Local Developments.** Bayraktaroğlu S.,Özkaynak M. (2011). International Symposium on Sustainable Design III, 27-35.
- **Sustainability of design and Eco Holiday Project.** Şatir S., Bayraktaroğlu S. (2010). LeNS Conference: Sustainability in Design: Now! Challenges and Opportunities for Design Research, Education and Practice in the XXI Century, 2, 1422-1430.
- **Overcoming barriers to adopt Product Service Systems PSS.** Bayraktaroğlu S., Bayazıt N. (2010). LeNS Conference: Sustainability in Design: Now! Challenges and Opportunities for Design Research, Education and Practice in the XXI Century., 2, 1234-1241.

Workshops

- **Design Thinking Workshop, FabLab Istanbul,** Bayraktaroğlu, S., Narter, Ç., Narter, N. and Demir, T. (29-31 July 2016)
- **How Social are Open Fabrication Centers?** As a part of international Unblocking Workshop, TAK Istanbul, Bayraktaroğlu, S. and Demir T, (18 - 22 January 2016)
- **Experiencing the Fabrication Tools,** Fablab -Istanbul, Bayraktaroğlu, S., Özkurt, E., Demir T. and TridiAtölye, (20 December 2015)
- **Social Innovation Workshop,** Livinglab – Istanbul, Bayraktaroğlu, S. and Coşkun, G., (19 December 2015)
- **Digital Story Telling Techniques for Designers,** Fablab – Istanbul, Bayraktaroğlu, S. and Demir T, (18 December 2015)
- **Story Telling Workshop,** Başakşehir LivingLab – Istanbul, Bayraktaroğlu, S. and Coşkun G. (11 May 2015)
- **Reconstructing Body – Design Thinking Workshop,** Başakşehir LivingLab – Istanbul, Bayraktaroğlu, S. and Coşkun G., (16-17 April 2015)
- **Craft community and Design Workshops,** in cooperation with Design Academy Eindhoven - Forum Department, Istanbul, Bayraktaroğlu, S. and Dorsman, N. (7-11 December 2011, 25-29 May 2012)
- **Design Camp for High School Students,** Kadir Has University, Bayraktaroğlu, S. and Narter Ç. (5-9 July 2010, 27 February 2011, 18-21 July 2011, 17-19 July 2012)

Exhibitions

- **From Tobacco to Cigarette – Video Animation,** Cibali Tobacco Factory: The Space of Labor, Exhibiton, Rezzan Has Museum, Istanbul, Bayraktaroğlu, S. (2018)
- **Eight Masters of the Çarşı - Video,** Jem and Craft, Exhibition, Rezzan Has Museum, Istanbul, Bayraktaroğlu, S. (2017)
- **Two Hans at the Çarşı - Video,** Jem and Craft, Sergi, Rezzan Has Museum, Istanbul, Bayraktaroğlu, S. (2017)
- **Perfection is Crime,** Istanbul Design Biennial, Academic Programme / Exhibition. Istanbul. Forum Hall - Kadir Has University, Istanbul, Bayraktaroğlu, S. and Dorsman, N. (2012)

Jury

- **Design for ReUse / Design the Loop** (Yeniden Kullanımı Tasarla / Döngüyü Tasarla) (2022), Istanbul Rotary Club, Koc University, Middle East Technical University (Advisory Board Member)
- **Unknown Craft Person Trophy** (2014), National Architecture Students Association, Ahmedabad – India (Jury Member)

Talks

- **Constructive Design Research**, Design MA Seminars, Kadir Has University, Istanbul Turkey (21 April 2022)
- **Systems Thinking**, Legal Design Conference, Kadir Has University, Istanbul, Turkey (xx January)
- **Craft and Design, Beyazit Seminars, Istanbul University, Turkey** (13 January 2021)
- **Edge Impact: Contemporary Interactions between Craft and Design**, The Design Summit, Bursa, Turkey (25,26 November 2016)
- **Ergonomics and Product Design**, 21st Congress of Ergonomics, Isparta, Turkey, (2 October 2015)
- **Design and Local Development Models**, Innovation and Design Summit, Bursa, Turkey, (29 May 2015)