

# İREM GÖKÇE AYDIN

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## EXPERIENCE

### MICROSOFT

#### SOFTWARE ENGINEER

WA, USA | 08.2018 - Present

As part of Azure IoT UX team;

- Developing UI library and web application for Azure Digital Twins platform to create and dashboard models of physical assets
  - Contributed to the web application and SDK development for Azure Time Series Insights platform to query and visualize time-series data
- #React #JavaScript #TypeScript #HTML #CSS #Redux #UX #RestfulAPIs #Azure

### MICHIGAN STATE UNIVERSITY

#### SOFTWARE DEVELOPER

MI, USA | 03-05.2018

Contributed to design and development of an online peer support portal for HIV/AIDS patients to help them deal with social stigma:

- Forked and deployed an open source discussion forum for easy access
- Added SMS based two factor authentication for a trusted space
- Implemented a recommendation system using narrative matching

#RubyOnRails #Ember.js #JavaScript #HTML #CSS #Postman #Trello #Nginx #PostgreSQL #Jira #TwilioAPI

### MICHIGAN STATE UNIVERSITY

#### GRADUATE RESEARCHER

MI, USA | 2016 - 2018

iVerse Lab Member - Contributed to experimental research studies in virtual reality and video games fields:

- Built 360 VR experience to help with depression (HCI'18&ICA'18)
- Lead and run an experiment to observe the relationship between mental and physical load in exergames with 114 subjects
- Designed, developed and playtested a multiplayer VR exergame, World of Riders, for high intensity interval training practice (presented at ACM CHI Play'16 and Meaningful Play'16 Conferences)

#Unity #C# #VR #DataAnalysis #SPSS #ExperimentalStudy #UXResearch

Nexus Lab Member - Contributed to collective intelligence projects:

- Coded 2000 posts in an online conspiracy forum to understand the evolution of collective pseudo-knowledge (SMSociety'17)
- Designed wireframes and developed a website to extract causal knowledge in online forum posts to be used by MTurk workers

#Balsamiq #Grails #JavaScript #Bootstrap #HTML #CSS #MySQL #Heroku

Other highlighted research projects:

- Investigated views on banning boards from dorms due to bullying
- Conducted a study to compare various instructional modes for videos

#UserObservation #Interview #Personas #Narratives #AffinityDiagrams

#TransitionDiagram #PaperPrototyping #UserTesting #Survey #FocusGroup

### ARCELİK A.S.

#### R&D SOFTWARE ENGINEER

TURKEY | 2012 - 2014

Worked on app development for Beko/Grundig/Arcelik Smart TVs:

- Helped with design and development of UI library & app development
- Contributed to development of web-based project management tool

#RubyonRails #JS #HTML #CSS #Minicom #StarTeam #RubyMine #GoogleCharts

### TODEM INFORMATICS

#### SOFTWARE SPECIALIST

TURKEY | 2011 - 2012

Created a web based medicine catalog and developed Sahibinden.com (e-shopping), NTV News & Sports & Weather applications for Samsung Smart TVs' App Store in Turkey

#J2EE #JSP #JS #HTML #CSS #jQuery #AJAX #SamsungTVSDK #RestfulAPIs

### SIMSOFIT

#### INTERN (Eng.)

TURKEY | 2010

Created simulations of a forklift

#NVIDIAPHYSXENGINE #C++

### ZIBUMI

#### INTERN (Design)

TURKEY | 2009

Designed graphics for a casual game

#Flash #Animations #AdobePhotoshop

## EDUCATION

### MICHIGAN STATE UNIVERSITY

MI, USA | 2016-2018

#### M.A. Media and Information (HCI Specialization)

Thesis: "The Effects of Mental and Physical Load in Exergames on Gameplay Experiences"

Awarded Strosacker Foundation Research Fund for Health and Risk Communication and Nancy Seidman Dempsey Memorial Scholarship

### MIDDLE EAST TECHNICAL UNIVERSITY

TURKEY | 2012-2015

#### M.S. Game Technologies (Design Track)

Thesis: "Time Pressure as Video Game Design Element and Basic Need Satisfaction"

### MIDDLE EAST TECHNICAL UNIVERSITY

TURKEY | 2006-2011

#### B.S. Computer Engineering

Graduation Project: "Brainwave Based Concentration Enhancement with Video Game"

## SKILLS

### UX Research

Experimental Research, User Observation, Competitive Analysis, Usability Testing, Playtesting, Task Analysis, Survey, Interview, Focus Group, SPSS, Qualtrics, Data Analysis, Python

### Web Design and Development

Front-end: JavaScript, TypeScript, HTML, CSS, React.js, Ember.js

Back-end: Node.js, Ruby on Rails, Grails, PHP, RESTful Web Services

DB, IDEs and Tools: SQL, VS Code, Git, IntelliJ IDEA, RubyMine, NetBeans, WordPress, Postman, Responsive & Accessible Design

### Game Design and Development & VR

Unity, C#, Virtual Reality (HTC Vive with eye tracker, Oculus Rift), Audacity, SketchUp, Adobe Mixamo

### UX/UI Design

Sketching, Wireframes (Balsamiq), Transition Diagram, Storyboarding, Prototyping (Marvel App, Axure RP, InVision, Figma, Zeplin), Adobe Photoshop, Adobe Illustrator, iMovie, Adobe Premiere

### Project Management

Team Leadership, Defining Scope, Resource Planning, SRS & SDD Documentation, Atlassian Jira, Git, Trello, Slack, Mind-mapping, Primavera, StarTeam, Redmine, Waterfall-Agile Methodologies

## ACTIVITIES

Visual Arts | istudio.gallery

Side Projects | github.com/iremgokceaydin

Giving Campaign Volunteer & Mentoring

2019 - Present

Running yearly giving campaign within Turkish community at Microsoft and fundraiser of a project to support students' graduate studies in USA

Seattle Turkish Film Festival Organization Member

2019 - Present

Web Design and Development | HomeInAway.com

Reviewer for GHC'20/21 (HCI Committee) & ICA'16 Game Studies Div.

Conducted an interview with Dr. Richard Stallman, MSU April 2017

Volunteer Google AdWords Project Member for NAMI, MSU 2016

Contributed campaign & content management and graphic design

Google Travel Grant Recipient for SWE'18, Creative Skills for Innovation'14, Solve for X'15 Workshops Participant

Global Game Jam (GGJ)'13 participant

Computer Club Member & Head of Design Group, METU 2010 - 2012

Helped programming contests organization, columnist in e-bergi

Fine Arts Community Member, METU

2008