

Utku Civelek utkucivelek@gmail.com utkucivelek.com +90 536 639 0829

As a **multi-disciplinary entrepreneur** with experience in electronics engineering, information systems, graphic design, and business administration; I analyze & design systems and plans, considering engineering alternatives, team culture, user behavior, and marketing strategies with the help of data from quantitative and qualitative studies.

TUPRAS

February 2019 - ...

Senior Data Analyst

Design and development of IoT-based analytics & visualizations.

Civ Electronics & Informatics

August 2017 - February 2019

Founder & Manager

Design and development of a time-management tool for Web & mobile with calendar, schedule, task lists, notes & social events: bitakvim.com

METU Electrical & Electronics Eng.

October 2009 - October 2018

Research Assistant & Publicity Chief

Management of web sites with Drupal & Wordpress, video/photo-shoots, event organizations, teaching assistance in computer-field courses

OTEST-TOFAŞ Partner Projects

April 2011 - March 2012

Software & UI Developer

January 2014 - April 2015

Developing a .NET tool with C# and C++ for automobile diagnosis via CAN

Developing UI for a .NET tool for automatic message scheduling

Information Systems

PhD, 2019

METU (4.00/4.00)

Context-aware systems, human-computer interaction

Thesis: A Digital Calendar Utilizing Machine Learning and Timestyle

Filtering for User-adaptation and Content Recommendation

Business Administration

MBA, 2016

METU (3.92/4.00 – Top Scoring Student)

Consumer behavior, marketing, brand management, advertising

Thesis: Identifying Design Factors for Personal Digital Calendars

via Observations, Eye-Tracking, Interviews, and Surveys

Graphic Design

Master, 2013

Istituto Europeo di Design Florence (100/100 Cum Laude)

Logo & corporate identity, UI design, ads, animation, packaging

Electrical & Electronics Engineering

MSc, 2012

METU (3.57/4.00)

BSc, 2009

METU (3.14/4.00)

Coding

HTML, CSS ★★★★★ C#, C++ ★★★★★

Software

Illustrator & XD ★★★★★ Photoshop ★★★ InDesign ★★

ML Libraries

TensorFlow, scikit-learn ★★

Award

2012 Automotive Design Contest - 1st rank in ergonomics

Certificates

Royal Academy of Engineering, Leaders in Innovation Fellowship, London

METU Interdisciplinary Design Studio, Ankara

Languages

Turkish (Native), English (Fluent), Italian (Beginner)

Activities

Dancer, actor, trainer, manager & publicity team founder at METU Turkish Folklore Club

Visas

USA B1/B2 (valid until 2027)

Graduate

Courses & Projects



Technology Entrepreneurship and Lean Startups
Generating **a business model for a calendar app**



Mobile and Pervasive Computing (IoT)
Development of **a bluetooth-interactive calendar app**



Human Computer Interaction
A usability study of **Google Calendar**



Information Systems Project
Development of a **web-based social event calendar**



Database Concepts and Applications
Designing **a social platform for travelers**



Human Resources Management
The internal analysis of **METU Technopark HR**



Operations Management
An internal product-line analysis & improvement of **Beko Dishwasher Fact.**



Marketing Management
An external analysis and improvement of **Eti Karam brand**



Brand Management
An external analysis of **Toyota brand throughout the global recalls**



Strategic Management
Business Strategy Game: **1st rank in the global game**, twice in ten weeks



Understanding Consumption in Context
The analysis of **practices & motivations in calendars use**



Organization and Management
The analysis of **METU Turkish Folklore Club management** structure



Management Science
Labor force management for a hydroelectric power plant project



Business Economics
A short review of **Turkish advertising sector**