Zeynep Arda

Zeynep Arda is a Graphic/Interaction Designer, Senior Researcher and an Associate Professor of Communication Sciences.

She is currently the Chief Creative of ZADS, undertaking design projects and digital communication campaigns in Istanbul, Orlando and Valencia.

She worked as an Associate Professor in the Visual Communication Design Department at the Izmir University of Economics, Turkey (2012-2025), where she also served as the Department Chair for eight years (2014-2022).

She received her PhD degree, and the title Doctor Europaeus Cum Laude in Communication Sciences at Universidad Jaume I, Castellón, Spain, with her dissertation “Image Becomes Identity 2.0”, on online social networks, how they are shaping who we are and how we communicate with one another.

She holds an MA in Interaction Design from Domus Academy, Italy, MFA in Graphic Design from Bilkent University, Turkey. Her alma mater is the City Planning Department, Faculty of Architecture of Middle East Technical University.

Between 2017-2022, she worked on her research “The Artistic Migrant Persona” in Turkey and abroad, funded by the European Union Horizon 2020. Her research interests include virtual worlds, cyberspace and metaverse, artificial intelligence, visual representation, new media, city branding, migration and cultural diversity.

Besides her academic work, she has worked professionally as a designer and consultant with various international teams, companies and brands.

In the academic year 2022-23, on sabbatical leave from her current position in Turkey, she collaborated with the Global Perspectives and International Initiatives team at the University of Central Florida, as a visiting scholar.

She speaks English and Spanish fluently, she is intermediate in Italian and native in Turkish.

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https://www.zeyneparda.com
https://www.linkedin.com/in/zeyarda/

Zeynep Arda

Educational Background

Ph.D. in Communication Sciences

2008 - 2011 | Universitat Jaume I Castellón, Spain

Completed with European mention and gained the title Dr. Europaeus Cum Laude Ph.D. dissertation titled "Image Becomes Identity 2.0" on the contemporary human identity, which concerns our changing habits of communication and self-expression using the current social media, digital and real mediums [w/ Dr. Cesar Fernandez]

M. A. in Interaction Design

2003 - 2004 | Domus Academy Milan, Italy

%90 scholarship on the tuition fee and monthly scholarship from The Italian Ministry of Foreign Affairs [Stato Italiano Ministero degli Affari Esteri]

Interaction Design, Human-Technology Interfaces, Interface Design
"Radioactive Lamp" for Cappellini (Italy)
"Interactive Concepts for Interhaptic Indoor/Outdoor Robotics" for University of Siena & University of South Denmark
"Soundsphere" for Pioneer (Japan)
"Pickpocket" for Mitsubishi (Japan)
"Atlantique Anywhere" for Cafe L'Atlantique (Italy).
Final Project: Experience Space with Fujitsu (Japan) [w/ Claudio Moderini]

M. F. A. in Graphic Design

1998 - 2000 | Bilkent University Ankara, Turkey

Full scholarship on the tuition fee.

Master Thesis: "From Space to Cyberspace" [w/ Dr. Lewis Johnson]

B. Sc. in City Planning

1994 - 1998 | Middle East Technical University Ankara, Turkey

Licenses & Certifications

Introduction to Screenwriting

2025 | University of Central Florida Orlando, U.S.A.

Artificial Intelligence for Designers

2024 | The Interaction Design Foundation Aarhus, Denmark

Design for the 21st Century with Don Norman

2021 | The Interaction Design Foundation Aarhus, Denmark

Professional Experience

Founder & Chief Creative
September 2025 - to date

ZADS | Zeynep Arda Design Studio Istanbul, Turkey

Visiting Scholar & Research Fellow
Sep 2022 - Sep 2023 [On sabbatical leave from Izmir University of Economics]

University of Central Florida Orlando, U.S.A.
Global Perspectives and International Initiatives

Associate Professor
Mar 2018 - September 2025

Assistant Professor
Sep 2013 - Mar 2018

Department Chair
Oct 2014 - Apr 2022

Izmir University of Economics Izmir, Turkey
Visual Communication Design Department

Researcher & PhD Candidate
Nov 2008 - Nov 2011

Universitat Jaume I Castellón, Spain
Communication Sciences Department

Founder & Creative Director
Nov 2008 - Sep 2010

Innova Design Castellón, Spain
Design and communication projects developed for a wide range of clients in IT, petrol, hospitality, entertainment and medical sectors.

Founder & Creative Director
Nov 2005 - Sep 2010

I-DSGN Ankara, Turkey
Digital and print work developed for clients such as Genel Enerji, TTOPCO, Addax Petroleum, Inta Spaceturk, GNL Entertainment, Çelebi Consulting, Ankara Cyberpark, Bektaşlar Turizm, Artı Elektronik, Amara Hotels, Serba Medikal, FunCard, Event Atelier among others.

Part-time Instructor
Sep 2001 - June 2002 | Feb 2005 - Jun 2007

Bilkent University Ankara, Turkey
Communication and Design Department

Design Consultant

Jan 2004 - Oct 2005

Çelebi Strategic Consulting and Management Ankara, Turkey

Land Development Specialist

Mar 2002 - Dec 2002

Ankara Cyberpark Ankara, Turkey

Was part of the initial team to start-up Ankara Cyberpark.Was part of the initial team to start-up Ankara Cyberpark.

City Planner

Oct 1998 - Jan 2002

Tepe Group | Tepe Real Estate Ankara, Turkey

Development of various shopping malls and commercial centers around Turkey, as partners of Metro AG, Carrefour, Real and Praktiker.

**** Design Portfolio available on request.**

Academic Roles & Duties

Department Chair Izmir University of Economics, Turkey

Visual Communication Design Department [2014 - 2022]

Project Coordinator Izmir University of Economics, Turkey

Trans-making H2020-MSCA-RISE-2016, funded by the European Union.
[2017 - 2022] - extended two years due to Covid-19.

Thesis Director Izmir University of Economics, Turkey

Directed four theses as a faculty member of the Design Studies Master Program:

Hakan Özler (2021).
Enhancing User Experience on Smart Mobile Assistants' Multimedia Notifications in Apple Siri & Google Assistant

Ali Nazım Beşikçi (2018).
Role of Uncommisioned Graphic Installations on Riot Places: Taksim Square as a Body without Organs in the Course of Gezi Resistance.

Zeynep Vaizoğlu (2014).
Hacking Urban Space: Parkour and Squatting.

Damla İşbilen (2014).
Gender Representation in the League of Legends.

Associate Professor Izmir University of Economics, Turkey

Taught a variety of undergraduate and graduate courses through 2013-2022:

Master Design Studio (FFD 506)
Seminar (FFD 695)
Seminar (GS 595)
Master Thesis (GS 599)
Design Studio V (MMD 401)
Graduation Project (MMD 498)
Interaction Design Fundamentals (VCD 331)
Design Semiotics (VCD 340)
Understanding New Media (VCD 320)
Art and Design Studio I (FFD 101)
Art and Design Studio II (FFD 102)

Research & Publications

Published or accepted to be published in journals (SCI, SSCI or AHCI)

Z.Arda, H.Özler, C.Fernandez, F.Alonso (2026) **Interactions with Smart Mobile Assistants while Driving: Technology for Safe Traffic, Visual/ Multimedia Notifications and Head-Up Displays.** Frontiers in Sustainable Cities: Communication and Connectivity to Improve Sustainable Mobility. [accepted to be published]

Z.Arda (2025) **Creative Practitioners and Liminal Identities: Communication Behaviors of Immigrant Creatives and Alternative Narratives of Migration.** [in the pipeline to be published]

Z.Arda, E.Bernad Monferrer (2024) **Panorama of Female Representation in Spanish Advertising After 20 Years of LOVG (2004) and Facebook.** Investigaciones Feministas, No. 15(2), 251-272.

Z.Arda, L.Başarır (2024) **Defending Truth and Democracy in the Age of AI: A Framework for Empowering Voters Against Persuasion and Misinformation with AI Literacy.** ADComunica, No. 28, 115-142.

Z.Arda (2014) **Conspicuous Travel: Consuming and Sharing on Facebook.** Historia y Comunicación Social, Vol. 19, 861-874, ISBN: 1137-0734.

E.Bernad Monferrer, Z.Arda and C.Fernandez Fernandez (2013) **Comunicación e historia al servicio de la proyección territorial: la imagen oriental de la ciudad de Granada.** Historia y Comunicación Social, Vol. 18, No. 2013, 893-904, ISBN: ISSN: 1137-0734.

Z.Arda (2012) **Academicians on Online Social Networks: Visibility of Academic Research and Amplification of Audience.** Estudios Sobre El Mensaje Periodístico, Vol. 18, 67-75, ISBN: 1134-1629.

Z.Arda , C.Fernandez Fernandez (2012) **Social Media, Auto-Imagen y Imagen de la Marca** [Social Media, Self-Image and Brand Image]. ADComunica - Revista Científica de Estrategias, Tendencias e Innovación en Comunicación Castellón, No. 3, 231-234.

Published or accepted to be published in journals covered by other indexes

Z.Arda , E.Bernad Monferrer (2016) **Evolución de la Publicidad Comparativa en el Panorama Español.** Opción: Revista de Ciencias Humanas y Sociales, Vol. 32, No. 11, 88-110, ISBN: 1012-1587; 2477-9385.

Z.Arda, E.Bernad Monferrer and C.Fernandez Fernandez (2013) **Reconquering Andalusia: The Muslim Cities of the West.** American International Journal Of Contemporary Research, Vol. 3, No. 9, 18-28, ISBN: 2162-139X.

C.Fernandez Fernandez , Z.Arda (2011) **Ciudadano/a 2.0** [Citizen 2.0]. Actas Icono 14, No. 8, ISBN: 1697-8293.

Published or accepted to be published in refereed journals

Z.Arda (2011) **Representacion femenina en las redes sociales** [Female Representation on the Online Social Network]. Fórum De Recerca, No. 16, ISBN: 1139-5486.

Z.Arda (2009) **Bocetos de identidad: Yo soy mi imagen 2.0** [Identity Drafts: Image Becomes Identity 2.0]. Fórum De Recerca, No. 14, ISBN: 1139-5486.

Papers published in Conference Proceedings

Z.Arda, O.Mengi and D.Deniz (2021) **City Branding and Fictional Layers: Reading Istanbul through Filming Locations.** CUMULUS Conference Proceedings Roma 2021 / Design Culture(s) 2650-2666, ISBN: 978-952-64-9004-5.

Z.Arda (2019) **Designing for Interaction and Integration: The Artistic Migrant Persona.** Cumulus International Association Of Universities And Colleges Of Art, Design And Media. Aalto University, School Of Arts, Design And Architecture / AROUND THE CAMPFIRE - RESILIENCE AND INTELLIGENCE Cumulus Conference Proceedings Rovaniemi 2019 48-60, ISBN: 978-952-337-158-3.

Z.Arda (2017) **There Are Always Stories: Storytelling Fundamentals from Oral to Transmedia.** CUICIID 2016 40-41, ISBN: 978-84-617-4431-2.

E.Bernad Monferrer, Z.Arda (2015) **La utilización de la imagen femenina de manera erótica o sexualizada en la publicidad convencional y en la publicidad on line.** La Latina - Universidad De La Laguna 2752-2773, ISBN: 978-84-15698-98-2.

Z.Arda, E.Bernad Monferrer (2015) **How Social Media Can Help Voice Reactions to Sexist Advertisements: A Dialogue that Actually Works to Improve Female Representation or Just a Buzz?** TMIC Asociación Española De Investigación De La Comunicación - Universidad De Málaga.

E.Bernad Monferrer, Z.Arda (2015) **El Regimen Juridico sobre la Publicidad Comparativa en el Derecho Espanol: Estudio de Casos Concretos.** CUICIID 2015 / Libro De Actas - ISBN: 978-84-608-5139-4.

E.Bernad Monferrer , Z.Arda (2015) **Evolución de la Publicidad en el Panorama Español** [Evolution of Comparative Advertising within the Spanish Framework] CUICIID 2015.

Z.Arda (2014) **Contemporary Pathologies: Comparison, Image Obsession & Self-Marketing Online.** CUICIID 2014.

Z.Arda (2014) **Designing Identities on the Digital Mirrors of Facebook: The Reflection and the Real.** STS Italia / Proceedings Of The 5th STS Italia Conference 2014: A Matter Of Design: Making Society Through Science and Technology, 495-510, ISBN: 978-90-78146-05-6.

Z.Arda (2013) **Tracing History and Spectacle on Online Social Networks: Facebook Tourism.** CUICIID 2013.

Z.Arda (2012) **Visibility of Academicians and Academic Research on Online Social Networks: Amplification of Audience and Plagiarism.** CUICIID 2012 / El EEES Como Plataforma De Innovacion Universitaria 59-83, ISBN: 978-84-9011-631-9.

E.Bernad Monferrer , Z.Arda and C.Fernandez Fernandez (2012) **Publicidad de la industria de la belleza y mercado de trabajo: La belleza asociada al éxito profesional** [Advertisements of the Beauty Industry and the Labour Market: Associating Physical Attractiveness with Success at Work]. Universidad de Sevilla, Spain / Investigación y Género.

E.Bernad Monferrer , Z.Arda and C.Fernandez Fernandez (2012) **Reconquering Andalusia: The Muslim Cities of the West.** European Association For Urban History 11th International Conference On Urban History: Cities And Societies In Comparative Perspective.

C.Fernandez Fernandez , Z.Arda (2011) **Ciudadano 2.0** [Citizen 2.0]. II Congreso Internacional Ciudades Creativas. Universidad Complutense De Madrid, Spain.

Z.Arda (2011) **Representación femenina en las redes sociales** [Female Representation on the Online Social Network]. Universitat Jaume I, Castellón, Spain. Jornadas De Fomento De La Investigación XVI.

Z.Arda (2009) **Bocetos de identidad: Yo soy mi imagen 2.0** [Identity Drafts: Image Becomes Identity 2.0]. Fórum De Recerca, ISBN: 1139-5486.

Books

Z.Arda, C.Fernandez Fernandez [authors] (2012) **Image Becomes Identity 2.0: Contemporary Approaches to the Construction of Human Identity.** TDX - Doctoral Thesis Network, Spain, ISBN: 978-84-695-4268-2.

E. Paykoç, M. Bengisu, Z.Arda [editors] (2018). **Ethics of (Re)Production**, Yasar University.

Book Chapters

Z.Arda (2020) **Dijitalleşme ve Gelecekte İnsan.** I.Çelebi [editor] Gelecek Nasıl Olacak? Dijital Yönetim, Kırılma ve Yeni Bir Dünya Düzeni. Altınbaş Üniversitesi Yayınları, ISBN: 978-605-2065-50-1.

Z.Arda, C.Fernandez and E.Bernad Monferrer (2021) **Home Turned Inside Out: Blurring of the Lines Between Private/Public Spaces and Image/ Identity with COVID-19 Induced Remote Work Practices**. Investigaciones Emergentes de Nuevo Cuño. Thomson Reuters Aranzadi, ISBN: 978-84-1124-318-6.

Z.Arda (2019) **The Barefoot Contessa: On Identity, Femininity and the Cinematographic Gaze**. 19-45 D.Caldevilla Dominguez , M.E.Del Valle Mejías. El Cine en el Cine, ACCI, Madrid, ISBN: 978-84-17519-99-5.

Z.Arda (2019) **Condenados à Imagem: Comunicação Introvertida Online**. 46-59 A.Fernandez Paradas. Interatividade e Redes Sociais. Media XXI Formalpress, Ramada, ISBN: 989-989-729-103-6.

Z.Arda, C.Fernandez and E.Bernad Monferrer (2018) **A Critical Eye for Design and Communication in the Age of Storytelling & Designing Experiences.** 1-16 E.Jiménez Pérez, M.E.Del Valle Mejías and A.Felipe Morales. Los Nuevos Retos en Ciencias Sociales, Artes y Humanidades. Gedisa, ISBN: 978-84-17690-32-8.

Z.Arda (2017) **Las Lecciones de Ballet y de la Vida en Billy Elliot.** No. 1, 21-46 J.Rodríguez Terceño. La imagen de los docentes en el cine. ACCI, Madrid, ISBN: 978-84-16956-78-4.

Z.Arda (2016) **The Museum of Innocence and Transmedia Storytelling: Designing Experiences from Pamuk's Memories of Love.** 53-70 C.Del Valle Rojas, C.Salgado Santamar. Nuevas formas de expresion en comunicacion. McGraw-Hill Education, ISBN: 9788448612559.

Z.Arda (2014). **Condena a la imagen: Comunicación introvertida en línea.** A.Fernandez Paradas. Interactividad y redes sociales. ACCI, ISBN: 978-84-15705-24-6.

Z.Arda (2014). **Constructing Online Identity: Comparison, Image Obsession and Narcissism.** No. 4, 63-76 J.E.Gonzalvez Vallés, M. Valderrama Santomé. Comunicación actual: Redes sociales y lo 2.0 y 3.0. McGraw-Hill Education, ISBN: 978-000850028-3.

E.Bernad Monferrer, Z.Arda and C.Fernandez Fernandez (2013). **Prácticas de city-marketing: Rentabilizandola imagen oriental de Granada mediantela comunicación expandida del territorio.** C.J.Santos Martinez. Análisis audiovisual y publicitario actuales. Vision Libros, Madrid, ISBN: 978-84-15965-92-3.

Invited Speaker

March, 2023 LIFE: Learning Institute for Elders, UCF, Orlando, U.S.A.
Image Becomes Identity: Who Are We on the Face of Technology?

February, 2023 PBS - WUCF TV Global Perspectives, Orlando, U.S.A.
TV Programme hosted by David Dumke | Season 2022 | Episode 22
Image Becomes Identity 2.0

November, 2022 University of Central Florida, U.S.A.
Breaking Bread / An Intercultural Conversation

February, 2022 School of Visual Art and Design, UCF, Orlando, U.S.A.
Designing for Interaction and Integration: Artists in Exile

September, 2022 Workshops of Culture, Lublin, Poland
How This Project Trans-made Me into a Cultural Worker?

December, 2021 RCE, Cite International des Arts, Paris, France
Breaking Bread / An Intercultural Conversation

October, 2021 Asociación Española de Cerámicos, Castellon, Spain
Identidad Digital, Comunicacion y Diseno Contemporanea

February, 2020 Università degli Studi di Palermo, Palermo, Italy
Trans-making: Timeline Workshop

December, 2019 Universidad Jaume I, Castellon de la Plana, Spain
The Unbearable Lightness of Going to the Bathroom without Your Phone

October, 2019 Mimar Sinan University, Istanbul, Turkey
Human-making (Moderator)

March, 2017 Universidad Jaume I, Castellon de la Plana, Spain
Social Media, Digital Narratives and Transmedia Storytelling

November, 2016 Universidad Jaume I, Castellon de la Plana, Spain
Creatividad, diseno y nuevas tecnologias en los preparativos del evento tradicional y en procesos de hibridacion (Moderator)

October, 2015 Universidad Jaume I, Castellon de la Plana, Spain
Fundamentals of Visual Communication Design and Visual Storytelling

April, 2015 Universidad Jaume I, Castellon de la Plana, Spain
Creativity and Open-Mindedness: Designing Experiences