

Mustafa Bagdatli

Curriculum Vitae

NYack, NY · (917) 488-7621 · mustafabagdatli@gmail.com · mustafab.com · linkedin.com/in/mustafabagdatli

EDUCATION

MPS, Interactive Telecommunications · NYU ITP, Tisch School of the Arts 2008 - 2010
BS, Manufacturing Systems Engineering · Sabanci University, Istanbul 2003 - 2008

TEACHING

Arduino Instructor · Cooper Union Continuing Education Spring 2016

- Taught physical computing to adult learners, most with no electronics background.
- Wrote the nine-week course: electronics basics, working with sensors, and building interactive prototypes.

Physical Computing Workshop · SapientNitro, New York March 2013

- Taught agency colleagues components, sensors and their first Arduino programs.

Workshop Instructor · ACADIA 2010, The Cooper Union October 2010

- Taught “Physical Computing @ NYU ITP,” a two-day workshop for conference participants.

Media Researcher, Developer and TA · NYU ITP 2010 - 2011

- Joined ITP staff right after graduating. Helped faculty with curriculum, wrote tutorials, and held office hours and help sessions for incoming students.
- Wrote tutorials for ITP’s Sensor Workshop: force-sensing resistors (with Chang Lee, Anaïd Ortigoza and Shagun Singh), the TSL230R light sensor, the LinkSprite JPEG camera and Bluetooth.
- Researched and built hardware and media projects with wearable sensors, assistive technology and multi-touch screens.

Workshop Instructor · ITP Summer Camp, NYU ITP 2010

- Taught two sessions: building your own multi-touch screen, and hands-on biofeedback with Arduino.

PROFESSIONAL EXPERIENCE

Founder and Principal · AIConsultant (aiconsultant.com) 2026 - Present

- **Working with agents.** Research and tools for running product development with AI coding agents, documenting their work and checking their output.

Google May 2017 - April 2026

User Experience Manager 2021 - April 2026

User Experience Designer May 2017 - 2021

- Managed and mentored a team of designers and UX researchers. Hired external design agencies and freelance designers to develop new concepts, strategy documents and design guides.

Cloud AI and agent platforms

- Worked on Generative AI App Builder, announced in March 2023. Led UX for Vertex AI Search, covering the developer path from connecting large data sources to tuning search relevance for RAG. Then defined the product vision for Agentspace, the employee app Google built on the same search engine, which became Gemini Enterprise in October 2025.
- Built working Gemini API prototypes to test real model behavior before engineering committed to a design, and custom GenAI demos with the sales team that helped close multi-million dollar contracts with Fortune 500 retailers.
- Led the work behind Google Cloud’s design guide and Figma component library for conversational shopping agents (published October 2025): set up the resources and hired the designers and agencies.

Commerce and developer tools

- Led UX for Vertex AI Search for Retail as it moved from keyword search to conversational product discovery.
- Led UX for Cloud Build, including the GitHub app launched in July 2018, and for the migration from Container Registry to Artifact Registry. Design work on Speech-to-Text, Contact Center AI and CCAI Insights.

- Co-Founder** · Tangible Lights, LLC (Tangeez) 2012 - 2017
- Co-created Tangeez with Emily Webster: light-up building blocks that change color as you stack them. Took them from laser-cut prototypes in 2011 to injection-molded production, doing the electronics, PCB design and manufacturing setup with mentoring from Adafruit and Tom Igoe.
 - Ran the 2013 Kickstarter, which raised \$51,371 from 413 backers. About 5,000 units had sold by late 2014.
- Experience Design Director** · WiseBanyan 2016 - 2017
- Led UX for an early robo-advisor. Ran user research and testing, and prototyped alongside engineering and product.
- Sr. Information Architect** · SapientNitro 2013 - 2015
- UX for large system design projects for Verizon, Mastercard, Hermès, American Dream and Medtronic. Experiential R&D with Second Story.
 - Hermès interactive installations in Miami and Beverly Hills: RFID-enabled mirrors and event-wide interactive content. W3 Gold Award and Clio shortlist, 2014.
- Interaction Designer** · Havas Worldwide Digital 2012 - 2013
- Worked with IBM on its Mid-Size Business Portal and built one interface system for 80 country sites.
- Interaction Designer** · KBS+ 2011 - 2012
- BMW ActiveE launch: the Electronaut dealer tablet app (IAB MIXX Gold, 2012) and the Activate the Future driving-data site. Work for AOL, Vera Wang and the Mission: Impossible premiere.
- Intern** · ESI Design 2009
- Developed techniques for building thin, flat multi-touch screens, and helped build the software for them.

TALKS AND GUEST LECTURES

- “AI as a UX Problem”** · Future of NYC Design 2026, NYCxDESIGN and NYC AI Week, Brooklyn May 2026
- User Experience Design** · Sabanci University, High School Winter School 2021
- Tangeez** · Adafruit Show & Tell 2013
- User Experience Design: Thinking Outside the Box** · SCAD 2012
- Bed Data** · Quantified Self NYC Show & Tell #6, ApK Media, Brooklyn March 2010
- Guest lecture** · Izmir University of Economics
- Guest speaker** · NYU Department of Philosophy

EXHIBITIONS

- ISEA2011 Istanbul, “Uncontainable”** · Emergence. Kasa Gallery. Part of the official Parallel Program of the 12th Istanbul Biennial 2011
- Open House Gallery, New York** · Emergence, presented by Indelible, curated by Dimitri Falk 2010
- World Maker Faire New York** · Tangeez 2011 - 2013
- CE Week New York** · Tangeez 2013
- ITP Thesis Show** · Poker Face, NYU ITP 2010
- ITP Winter Show** · BedData, NYU ITP 2009

SELECTED AWARDS AND HONORS

- W3 Gold Award** · Environmental/Experiential, Fashion. Hermès Interactive Installations 2014
- Clio Image Awards shortlist** · Design for Experience. Hermès Interactive Installations 2014
- Finalist, New York’s Next Top Makers** · NYC Economic Development Corporation. Tangeez 2013
- IAB MIXX Awards, Gold** · Single-execution tablet marketing. BMW Electronaut, KBS+ 2012
- Maker Faire Editor’s Choice** · Tangeez, two consecutive years

PUBLICATIONS AND CONTRIBUTIONS

“How to design conversational AI agents” · Google Cloud Blog, by Sheila Narasimhan and Rana Abdalla. Led the work	2025
“How to build a gen AI application” · Google Cloud Blog, by Shantanu Pai. Contributed the concept for giving users control over generated responses	2024
Emergence · In Uncontainable: ISEA2011 Istanbul exhibition catalog, Leonardo Electronic Almanac, Vol. 18, No. 5	2011

OPEN SOURCE

Oled library for Arduino · Updated the driver for the uOLED-160-GMD1 display (github.com/atduskgreg/Oled)	2010
--	------

SELECTED PRESS

Future of NY Design · Interview by Celia Davis	2026
GQ, Interview, Blouin Artinfo, Style.com · Coverage of Hermès, A Man’s World	2013
The New York Times · Bits blog, “Children Lost in War Zones and Disasters Find Their Families With an App” (RapidFTR)	2013
Make: · “Tangeez: An Illuminated Building System” and Maker Faire coverage	2012, 2013
NPR, On the Media · ITP Spring Show segment with an interview about Poker Face	2010
PBS Frontline, Digital Nation · BedData, among other ITP projects	

SKILLS

Design: interaction and product design, UX for AI agents, design systems, information architecture, prototyping, physical computing

Code: TypeScript, React, Next.js, Node.js, Python, PostgreSQL, Processing, Arduino

AI: Claude and Gemini APIs, Claude Code, MCP, multi-agent pipelines, RAG, evals

Fabrication: PCB design, injection molding, 3D printing, laser cutting, sensors

Languages: English, Turkish