Sercan Şengün, Ph.D.

Assistant Professor of Creative Technologies - Game Design
Wonsook Kim College of Fine Arts
Illinois State University
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Appointments

2019-Present   **Assistant Professor of Creative Technologies – Game Design, Wonsook Kim College of Fine Arts, Creative Technologies, Illinois State University**

Courses: ART 18 (Shanghai Normal University, Tianhua College) – Introduction to Game Design

ART 444A13 – Problems in Studio Work

CTK 352 – Game Design II

CTK 353 – Game Development

CTK 355A01 – Game Studio Capstone I

CTK 355A02 – Game Studio Capstone II

CTK 380.3 / 380.4 – Introduction to Game Design

CTK 380.5 / 380.6 – Introduction to Game Development

CTK 380.8 – Games and Society

CTK 460.1 – Computer Arts Studio: Play and Society

CTK 460.1 – Computer Arts Studio: Experimental Technologies for Games

CTK 480.2 – Digital Game Concept Dev. and Production

CTK 490.9 / 490.3 – Directed Projects in Art Technology

HON 202A78 – Diversity in Digital Platforms and Equitable Virtual Environments

- Contributing to curriculum building toward digital and analog game design sequence in the school
- Developing and teaching lectures, lecture materials, activities, and facilitating design and production workshops.
- Collaborating with students to make analog and digital games.
- Collaborating with students in making and publishing research.

2018-2019   **Visiting Assistant Professor of Game Design, College of Arts, Media and Design, Game Design Program, Northeastern University**

Courses: GAME 2500 – Foundations of Game Design

GAME 3800 – Game Concept Development & Production

GAME 1110 – Games and Society

GSND 5110 – Game Design and Analysis

GSND 5111 – Game Seminar

GSND 5130 – Mixed Research Methods for Games

GSND 6320 – Psychology of Play

- Developed and taught lectures, lecture materials, activities, and facilitated design and production workshops.
- Collaborated with students to make analog and digital games.
- Collaborated with students in making and publishing research.

2014-2019 **Lecturer, Faculty of Communication, Digital Game Design Program, Istanbul Bahcesehir University**

Courses: GAD 5101 – Games & Culture

GAD 5103 – Game Art & Aesthetics

GAD5888-1 – Thesis I

GAD5888-2 – Thesis II

- Developed and taught lectures, lecture materials, student facilitations, group projects, prototyping activities, and organized industry workshops.

2016-2018 **Postdoctoral Research Associate at the Massachusetts Institute of Technology, member of MIT Imagination, Computation, and Expression Laboratory (ICE Lab) and MIT CSAIL (Computer Science and Artificial Intelligence Laboratory)**

Courses: CMS.628 / 828 – Advanced Identity Representation

CMS 950 – Multimedia Workshop

- Led projects of qualitative data gathering and analysis such as interviews, qualitative coding of media content, close textual readings, and lab experiments (e.g. telemetric data gathering on virtual identity creation processes, data clustering)
- Led projects of quantitative data gathering and analysis such as survey design, implementation, and analysis (practices of creative industries in Turkey, Middle East, and North Africa, user studies), crowdsourced experiments, and statistical analysis
- Facilitated new data sources for research such as negotiating the release of MENA regional data from prominent online videogame companies (e.g. Riot Games)
- Postdoctoral teaching assistance & graduate student mentoring; Led students in research, data gathering and analysis for projects that resulted in media products and academic publications
- Managed ICE Lab day-to-day operations for 2017-2018 Fall

- PI: D. Fox Harrell (MIT CSAIL & CMS)

2017-2018   **Visiting Researcher at QCRI (Qatar Computing Research Institute, Social Computing Group) of Hamad Bin Khalifa University in Doha, Qatar, December 2017 – June 2018**

- Collaborated with researchers from QCRI in assessing AI-driven persona generation systems and their results (these systems use social media data from networks such as Al Jazeera and Qatar Airways)
- Collaborated with researchers from QCRI in AI-driven identification of hate speech and bias towards players from the MENA countries in online gaming communities
- Collaborated with researchers from Qatar Museums Authority in comparing physical museum practices with building virtual culturally and locally specific representations
- PIs: Haewoon Kwak (HBKU), D. Fox Harrell (MIT CSAIL & CMS)

2016-2017   **Visiting Researcher at QCRI (Qatar Computing Research Institute, Social Computing Group) of Hamad Bin Khalifa University in Doha, Qatar, December 2016 – June 2017**

- Collaborated with interdisciplinary scientists to gather and analyze data about social media, videogames, and other information and communication technology usage in Middle East and North Africa
- Conducted deep interviews with local media and app developers as well as users from the region to gain insight about cultural values and challenges that affect communication and information technology use
- Developed cases of best practices and design principles for regionally specific and culturally grounded information and communication technologies
- PIs: Haewoon Kwak (HBKU), D. Fox Harrell (MIT CSAIL & CMS)

2015-2016   **Lecturer, Faculty of Communication, Digital Game Design Program, İstanbul Bilgi University**

 Courses: GAME103 – Introduction to Design and Creative Thinking

- Developed and taught lectures, lecture materials, creativity activities, and facilitated design workshops.

Education

Ph.D.   **Communication**, İstanbul Bilgi University, 2016

Thesis: Narra Ludens: Explaining Videogame Narrative Engagement Through Player Types

M.A.   **Media (Film and Television) Studies**, İstanbul Bilgi University, 2013

Thesis: Six Degrees of Video Game Narrative: A Classification for Narrative in Video Games

B.A.   **Visual Communication Design**, İstanbul Bilgi University, 2004

Graduation Project: Best Practices in Culturally Grounded Ways of Visual Storytelling

Published as a part of the book "Bize Kuşdili Öğretildi" in 2010 by Can Press, İstanbul. ISBN: 9789750712371.

Grants, Fellowships, Awards and Honors

2021	FY22 University Research Grant, "Validating the DECKS Framework: A Large-scale Crowd-sourced Survey Study," $2,450/1 year, Awarded 7/1/2021
2020	2020 Illinois State University Research Initiative Award, $500/1 year
2020	2020 Wonsook Kim College of Fine Arts Research Initiative Award, $500/1 year
2020	2020 ISU Office of the Cross Chair in The Scholarship of Teaching and Learning, Exploration of SoTL Grant, $1,000/7 months, Awarded October 2020
2020	Honorable Mention Award for CHI 2020 Conference, submission 8604
2020	FY21 University Research Grant, "Gamespective: A Nuanced and Collaborative Online Game Database Through the Lens of Humanities," $2,830/1 year, Awarded 5/20/2019
2020	Illinois State University, Wonsook Kim College of Fine Arts, Dean Travel Grant, $250/1 semester
2020	Illinois State University, Wonsook Kim School of Art Faculty Development Grant, $700/1 semester
2020	Illinois State University, Creative Technologies Faculty Development Grant, $1000/1 semester
2019	Northeastern University R&D Grant #S4823-PO340824, "A Social Platform that Models User Identity Via Interactive Stories," $23,785/1 month, Awarded 5/2019
2018	National Science Foundation (NSF) #1850937, I-Corps Grant (2018 Fall, EL), $50,000/1 year, Awarded 9/2018
2018	Massachusetts Institute of Technology Node Innovation Corps Grant #347267, $2,500/2 months, Awarded 1/2018
2013	Scientific and Technological Research Council of Turkey Doctoral Fellowship, (TL/USD approx.) $49,500/3 years, Awarded 9/2013
2013	Istanbul Bilgi University Faculty of Communication Merit Scholarship for 75% tuition
2011	Istanbul Bilgi University the Dean's Graduate Fellowship

2011	Istanbul Bilgi University Faculty of Communication Merit Scholarship for full tuition
2000	Ministry of Education OSYM Undergraduate Scholarship for full tuition

Graduate Student Advising

Directed Studies

Sargylana Cherepanova (Illinois State University, WK School of Art Graduate Program), 2021.

Ethan Cossio (Illinois State University, Creative Technologies Graduate Program), 2020.

Mason Bates (Illinois State University, Creative Technologies Graduate Program), 2020.

Thesis Advisor and Committee Chair

Ufuk Çetincan, (Istanbul Bahcesehir University, Game Design Graduate), "An Analysis of the Visual Aesthetics and Referentiality of Mortal Kombat 1, Defended, 2020.

Orçun Ağca, (Istanbul Bahcesehir University, Game Design Graduate), "A framework for quest generation based on NPC motivations," Defended 2019.

Özge Mirza, (Istanbul Bahcesehir University, Game Design Graduate), "An analysis of religious imagery in Assassin's Creed Origins," Defended 2019.

Yeliz Kurt, (Istanbul Bahcesehir University, Game Design Graduate), "Social behaviour learning with digital games: An experimental study," Defended 2019.

Selim Özkil, (Istanbul Bahcesehir University, Game Design Graduate), "From monetization to creating an in-game economy: Roles of a game designer," Defended 2019.

Ali Han Şimşek, (Istanbul Bahcesehir University, Game Design Graduate), "Streamlining of games and its effect on casual and hardcore players," Defended 2019.

Sezin Engür, (Istanbul Bahcesehir University, Game Design Graduate), "The impact of machine learning on gaming industry," Defended 2018.

Doruk Kıcıkoğlu, (Istanbul Bahcesehir University, Game Design Graduate), "Comparing players' self-perceived and actual gaming dedication levels," Defended 2017.

Publications

Journal Articles

2020	Sercan Şengün and Selcen Ozturkcan, "Re-shaped by mobile technologies' disruption: The videogame industry in Turkey," *Studies on Marketing Insights,* 4(1), pp. 44-56. https://dergipark.org.tr/en/pub/somi/issue/56246/755664

2020 Joni Salminen, Sercan Şengün, Soon-gyo Jung, and Bernard Jansen, "Exploring the Relationship of Online Toxicity and News Topics: An Analysis of 63,886 YouTube Videos," *Plos One, 15(2).* https://doi.org/10.1371/journal.pone.0228723

2019 Peter Mawhorter, Sercan Şengün, Haewoon Kwak, and D. Fox Harrell, "Identifying regional trends in avatar customization," *IEEE Transactions on Games,* 11 (4), pp. 405-415. http://doi.org/10.1109/TG.2018.2835776

2018 Joni Salminen, Sercan Şengün, Haewoon Kwak, Jisun An, Bernard J. Jansen, Soon-Gyo Jung, D. Fox Harrell, and Sarah Vieweg, (2018), "From 2,772 segments to 5 personas: Summarizing a diverse online audience by generating culturally adapted personas," *First Monday,* 23 (6). https://doi.org/10.5210/fm.v23i6.8415

2018 Sercan Şengün and D. Fox Harrell, "Virtual identity systems should better support gulf nationals," *The Oxford Gulf and Arabian Peninsula Studies Forum*, Spring 2018, University of Oxford, pp. 4-8.

2017 Sercan Şengün, **"**Ludic voyeurism and passive spectatorship in Gone Home and other 'walking simulators,'" *Video Game Art Reader*, 1 (1).

2015 Sercan Şengün, "Why Do I Fall for the Elf, When I Am No Orc Myself? The implications of virtual avatars in digital communication," *Journal of Communication and Society*, 27, pp.181-193, http://dx.doi.org/10.17231/comsoc.27(2015).2096

2015 Sercan Şengün, **"**A semiotic reading of digital avatars and their role of uncertainty reduction in digital communication," *Journal of Media Critiques [JMC] Digital Communication Impact Special Issue,* https://doi.org/10.17349/jmc114311

2014 Sercan Şengün, "Sanal hikaye anlatıcılığı çağında yaşayan bilimkurgu ve fantastik dünyalar olarak video oyunları" (*Turkish, title trans.:* Videogames as living science fiction and fantasy worlds in the age of virtual storytelling), *Varlık,* #1278, pp. 16-21, Varlık Press, Istanbul

2013 Sercan Şengün, "Silent Hill 2 and the curious case of invisible agency," *Lecture Notes on Computer Science,* #8230, pp. 180-185, https://doi.org/10.1007/978-3-319-02756-2_22

Conference Papers

2021 Joni Salminen, Milica Milenkovic, Sercan Şengün, Soon-gyo Jung, and Bernard Jansen. "Weaponizing Words: Analyzing Fake News Accusations Against Two Online News Channels," *BESC 2021: The 8th International Conference on Behavioural and Social Computing.* (29-31 October, Doha, Qatar)

2021 Joni Salminen, Sercan Şengün, Soon-gyo Jung, and Bernard Jansen. "Comparing Persona Analytics and Social Media Analytics for a User-Centric Task Using Eye-Tracking and Think-Aloud," *CHItaly 2021:*

Proceedings of the 2021 CHItaly Conference. (11-13 July, Bozen-Bolzano, Italy)

2020   Joni Salminen, Shammur Chowdhury, Sercan Şengün, Soon-gyo Jung, and Bernard Jansen. "Personas and Analytics: A Comparative User Study of Efficiency and Effectiveness for a User Identification Task," *CHI '20: Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems),* pp. 1-13. (24-30 April, Honolulu, Hawaii) https://doi.org/10.1145/3313831.3376770

2020   Joni Salminen, Liu Ying-Hsang, João Santos, Sercan Şengün, and Bernard Jansen, "The effect of numerical and textual information on visual engagement and perceptions of AI-driven persona interfaces," *IUI '20: Proceedings of the 25th International Conference on Intelligent User Interfaces* (17-20 March, Cagliari, Italy), pp. 357-368. https://doi.org/10.1145/3377325.3377492

2019   Sercan Sengun, Joni Salminen, Peter Mawhorter, Soon-Gyo Jung, and Bernard J. Jansen. "Exploring the relationship between game content and culture-based toxicity: A case study of League of Legends and MENA players." *HT '19 Proceedings of the 30th ACM Conference on Hypertext and Social Media*, pp. 87-95. (17-20 September, Hof, Germany.) https://doi.org/10.1145/3342220.3343652

2019   Sercan Sengun, Joni Salminen, Soon-Gyo Jung, Peter Mawhorter, and Bernard J. Jansen. "Analyzing hate speech toward players from the MENA in League of Legends." *CHI EA '19: Extended Abstracts of the 2019 CHI Conference on Human Factors in Computing Systems*. (4-9 May, Glasgow, Scotland, UK.), pp. 1–6. https://doi.org/10.1145/3290607.3312924

2019   Joni Salminen, Sercan Sengun, Soon-Gyo Jung, and Bernard J. Jansen. "Design issues in automatically generated persona profiles: A qualitative analysis from 38 think-aloud transcripts." *CHIIR '19: Proceedings of the 2019 Conference on Human Information Interaction and Retrieval*. (10-14 March, Glasgow, Scotland, UK), pp. 225–229. https://doi.org/10.1145/3295750.3298942

2018   Ali Jahanian, Sercan Şengün, Peter Mawhorter, Haewoon Kwak, & D. Fox Harrell. "Grounding AI-driven cross-cultural analysis with community insights," *CHI 2018 Workshop: ArabHCI Working with Arab Communities* (21-26 April, Montreal, Canada)

2017   Joni Salminen, Sercan Şengün, Haewoon Kwak, Bernard Jansen, Jisun An, Soon-Gyo Jung, Sarah Vieweg, and D. Fox Harrell. "Generating cultural personas from social data: A perspective of Middle Eastern users," *IEEE International Conference on Future Internet of Things and Cloud, FiCloud-2017.* (21-23 August, Prague, Czech Republic), http://doi.org/10.1109/FiCloudW.2017.97

2017   D. Fox Harrell, Sarah Vieweg, Haewoon Kwak, Chong-U Lim, Sercan Sengun, Ali Jahanian, and Pablo Ortiz. "Culturally-grounded analysis of everyday creativity in social media: A case study in Qatari context," *C&C*

'17: *Proceedings of the 2017 ACM SIGCHI Conference on Creativity and Cognition*. (June 27-30, Singapore), pp. 209-221. https://dl.acm.org/doi/10.1145/3059454.3059456

2013   Sercan Şengün, "Cybertexts, hypertexts and interactive fiction: Why shan't the prodigal children overthrow their forefathers," *Innovation, Difference, Irregularity, LIT FICTION '13*, pp. 58-66, Mimar Sinan University Press, Istanbul

2012   Sercan Şengün, **"**Engagement model as the basis for video game design," *Proceedings of ECREA 2012 Pre-Conference: Experiencing Digital Games: Use, Effects & Culture of Gaming.*

Book Chapters

2022   Sercan Şengün, Jennifer Price, Lyndsie Schlink, Kristin Walker, "Azeroth Has a Workplace Gender Inequality Problem: Gendered Professions Bias in Virtual Worlds," In: Barbaros Bostan (eds.) *Games and Narrative: Theory and Practice*, *International Series on Computer Entertainment and Media Technology*. Cham: Springer. https://doi.org/10.1007/978-3-030-81538-7_7

2022   Özge Mirza, Sercan Şengün, "An Analysis of the Use of Religious Elements in Assassin's Creed Origins," In: Barbaros Bostan (eds.) *Games and Narrative: Theory and Practice*, *International Series on Computer Entertainment and Media Technology*. Cham: Springer. https://doi.org/10.1007/978-3-030-81538-7_16

2022   Sercan Şengün, "Six Degrees of Videogame Narrative," In: Barbaros Bostan (eds.) *Games and Narrative: Theory and Practice*, *International Series on Computer Entertainment and Media Technology*. Cham: Springer. https://doi.org/10.1007/978-3-030-81538-7_1

2021   Sercan Şengün, "Play and Society (CTK 359/460.1)," In: Richard E. Ferdig, Emily Baumgartner, & Enrico Gandolfi (eds.) *Teaching the Game: A Collection of Syllabi for Game Design, Development, and Implementation*, pp. 3-19, Pittsburgh, PA: Carnegie Mellon University ETC Press. https://doi.org/10.1184/R1/14866866

2021   D. Fox Harrell, Sercan Şengün, and Danielle Olson. "Africa and the avatar dream: Mapping the impacts of videogame representations of Africa," *The Digital Black Atlantic* (eds. Kelly Josephs and Roopika Risam), Minneapolis, MN: University of Minnesota Press, pp. 183-206.

2020   Sercan Şengün, Güven Çatak, and Mustafa Feyyaz Sonbudak, "'It is so good, it cannot be Turkish': A case study of local video game producers versus local gamer communities," in *Creative Industries in Turkey* (ed. Tolga Hepdinçler and Hasan Kemal Süher), pp. 55-72, Berlin: Peter Lang Publishing. https://www.peterlang.com/view/9783631823903/html/ch12.xhtml

2020   Ysabelle Coutu, Yangyuqi Chang, Wendi Zhang, Sercan Sengun, and Ray LC. "Immersiveness and usability in VR: A comparative study of Monstrum and Fruit Ninja," *Game User Experience and Player-Centered Design* (ed. Barbaros Bostan), pp. 349-360, Berlin: Springer. https://link.springer.com/chapter/10.1007/978-3-030-37643-7_20

2020   Sidan Fan, Jin H. Kim, Sonya I. McCree, and Sercan Sengun. "Integrate: A digital game for testing conformity in decision making," *Game User Experience and Player-Centered Design* (ed. Barbaros Bostan), pp. 21-42, Berlin: Springer. https://link.springer.com/chapter/10.1007/978-3-030-37643-7_2

2020   Ysabelle Coutu, Yangyuqi Chang, Wendi, and Sercan Sengun. "The relationship between cohesive game design and player immersion: A case study of original versus reboot Thief," *Game User Experience and Player-Centered Design* (ed. Barbaros Bostan), pp. 437-448, Berlin: Springer. https://link.springer.com/chapter/10.1007/978-3-030-37643-7_15

2019   Sercan Şengün, Şevket Tüfekçi, "How Turkish literature permeated to hypertext and e-publishing: The intertwined cases of altZine and altKitap," *New Media Studies V: History of the Turkish Internet* (ed. Erkan Saka), Alternative Informatics Association Press, Istanbul, pp. 449-490.

2018   Sercan Şengün, "A survey of marketing management for videogames industry in Turkey," *Marketing Management in Turkey* (eds. Selcen Ozturkcan, Elif Yolbulan Okan), Emerald Publishing, Bradford, UK, pp. 353-388.

2016   Selcen Öztürkcan, Sercan Şengün, "Pleasure in pain: How accumulation in gaming systems produce grief," *Gamer Psychology and Behaviour* (eds. Barbaros Bostan and Courtney Clark), Springer International Publishing, https://doi.org/10.1007/978-3-319-29904-4

2016   Sercan Şengün, "Video oyunlarının toplumsal ve politik değişim potansiyellerini okumak amacı ile farklı bir sınıflandırma önerisi" (*Turkish, title trans.:* A classification proposal to understanding the potential of videogames in social and political change), *Yeni Medya Çalışmaları II. Ulusal Kongresi – Kongre Kitabı*, pp. 459-471, ISBN: 978–605–62169–5–4.

2015   Selcen Öztürkcan and Sercan Şengün, "Gaining reward vs avoiding loss: When does gamification stop being fun?" *Handbook of Research on Trends in Gamification*, (eds. Donna Davis and Harsha Gangadharbatla), pp.48-72, IGI-Global, ISBN: 978-1-4666-8651-9.

2015   Sercan Şengün, "Gaze of the local vs the other: Images of Istanbul in video games," *IMAGES (IV) – Images of the Other*, (ed. Veronika Bernard), pp. 95–104, Lit Verlag: Zürich.

2015   Sercan Şengün, "Sanal hikaye anlatıcılığı çağında yaşayan bilimkurgu ve fantastik dünyalar olarak video oyunları" (*Turkish, title trans.:* Videogames as living science fiction and fantasy worlds in the age of virtual storytelling), *Edebiyatın İzinde: Fantastik ve Bilimkurgu*, (eds.

Seval Şahin, Banu Öztürk, and Didem Ardalı Büyükarmak), pp. 211-220, Bağlam Press, Istanbul.

2014   Sercan Şengün, **"**Dijital avatarlar için semiyotik bir okuma ve avatarların dijital iletişimde belirsizlik azaltma rolleri" (*Turkish with English abstract, title trans.:* A semiotic reading of digital avatars and their role of uncertainty reduction in digital communication), *Dijital İletişim Etkisi*, pp. 33-44, Iskenderiye Press, Istanbul.

Encyclopedia Entries

2021   Rhiannon Kelly, Sercan Şengün, "Video Games and Accessibility: A Case Study of The Last of Us II," *Encyclopedia of Computer Graphics and Games* (eds. Newton Lee), Living Reference Work, Springer, Cham. https://doi.org/10.1007/978-3-319-08234-9_429-1

2021   Tristan M. Simmons, Sercan Şengün, "Animal Crossing: New Horizons and Its Popularity During COVID-19 Pandemic," *Encyclopedia of Computer Graphics and Games* (eds. Newton Lee), Living Reference Work, Springer, Cham. https://doi.org/10.1007/978-3-319-08234-9_435-1

2021   Mason Bates, Sercan Şengün, "Itch.io, History of," *Encyclopedia of Computer Graphics and Games* (eds. Newton Lee), Living Reference Work, Springer, Cham. https://doi.org/10.1007/978-3-319-08234-9_430-1

2021   Lys Bump, Sercan Şengün, "Among Us and Its Popularity During COVID-19 Pandemic," *Encyclopedia of Computer Graphics and Games* (eds. Newton Lee), Living Reference Work, Springer, Cham. https://doi.org/10.1007/978-3-319-08234-9_431-1

2021   Sam Godby, Sercan Şengün, "Resident Evil 2, History Of," *Encyclopedia of Computer Graphics and Games* (eds. Newton Lee), Living Reference Work, Springer, Cham. https://doi.org/10.1007/978-3-319-08234-9_434-1

2021   Lauren E. Stipp, Sercan Şengün, "The Sims Franchise, a Retrospective of Racial Representation and Skin Tones," *Encyclopedia of Computer Graphics and Games* (eds. Newton Lee), Living Reference Work, Springer, Cham. https://doi.org/10.1007/978-3-319-08234-9_436-1

2018   Sercan Şengün, "Video game engagement: Psychological frameworks," *Encyclopedia of Computer Graphics and Games* (eds. Newton Lee), Living Reference Work, Springer, Cham. https://doi.org/10.1007/978-3-319-08234-9_158-1

Services

Committee Memberships

2021-present   Member, University Technology Advisory Committee

2021-present   Member, University Intellectual Property Committee, Representing WK College of Fine Arts

2021-2022	Committee Chair, Game Design and Game Design/ART Faculty Search Committee
2021-2022	Committee Chair, College Curriculum Committee, Representing WK School of Art
2020-2021	Member, College Curriculum Committee, Representing WK School of Art
2020-present	Member, School Scholarship and Recruiting Committee
2020-present	Member, Ad Hoc School Diversity, Equity, and Inclusion Committee
2019	Faculty member, ISU Graduate School
2019	Ad Hoc Program Curriculum Committee: created and reviewed syllabi and participated in curricula building meetings for the upcoming *Game Design Sequence* under the Creative Technologies Program
2019	Ad Hoc Program Curriculum Committee: participated in curricula building and program/name-change meetings for the revised *Interdisciplinary Technologies Sequence* under the Creative Technologies Program
2018	Faculty Member, NULab for texts, maps and networks, Northeastern University

Academic Peer-review & Conferences

2021-2022	Program Committee Member, Special Track in Esports and Online Gaming at the ACM Web Conference 2022, Lyon-France, April 25-29, 2022.
2021	Reviewer, *Conferences*: ACM CHI 2022 Conference on Human Factors in Comp. Systems
2021	Editorial Advisory Board Member for the book "Multidisciplinary Perspectives on Narrative Aesthetics in Video Games" published by Peter Lang Publishing, Berlin, July 2021, ISBN 978-3-631-83805-1.
2021	Scientific Committee Member, IPCC 2021 – Interdisciplinary PhD Communication Conference, Istanbul-Turkey, Virtual, May 7-8, 2021
2021-present	Reviewer, *Journals:* Digital Humanities Quarterly
2021-present	Reviewer, *Books & Chapters:* (1) Morgan & Claypool Publishers
2020-present	Editorial Board Member, Encyclopedia of Computer Graphics and Games (ECGG), an academic MRW from Springer
2020-present	Reviewer, *Journals:* (1) Galatasaray University Journal of Communication; (2) IEEE Transaction in Games; (3) Journal of National Cultural Studies
2020-present	Reviewer, *Books & Chapters*: IGI Global, Peter Lang Publishing
2020	Scientific Committee Member, Game + Design Education PUDCAD Universal Design Education Practice Conference, Istanbul Technical University, Istanbul-Turkey, June 24-26, 2020

2020	Invited participant at the Champions in Higher Education of XR (CHEX) Kickoff Meeting within the iLRN 2020: 6th International Conference of the Immersive Learning Research Network, June 21-25, Online.
2019-present	Reviewer, *Journals*: (1) SAGE Convergence; (2) IEEE Transaction in Games; (3) SAGE New Media & Society; (4) MDPI Education Sciences; (5) MDPI Heritage; (7) MDPI Arts
2019-present	Reviewer, *Books & Chapters*: (1) Springer Publishing; (2) IGI Global
2019	Organizing Committee: Technical Program Member, TIE 2019, 3rd EAI International Conference on Technology, Innovation, Entrepreneurship, and Education
2018	Technical Program Committee Member, ArtsIT 2018 - 7th EAI Int. Conf. Interactivity & Game Creation
2018	Reviewer, *Conferences*: ACM CHI 2018 Conference on Human Factors in Comp. Systems
2018	Reviewer, *Journals*: (1) MDPI Arts; (2) MDPI Heritage
2017	Reviewer, *Conferences*: Eurasia Graphics 2017 Conference on Virtual and Interactive Worlds
2016	Reviewer, *Conferences*: ACM CHI 2016 Conference on Human Factors in Comp. Systems
2015	Committee Chair, Ministry of Education "Videogames and Kids," Seminar
2014	Organizing Committee Member, The Philosophy of Computer Games Conference 2014
2014	Member of Advisory Board, Bogazici University, Nazim Hikmet Culture & Arts Center

RSO Advising

2021-present	RSO Advisor for ISU Game Dev Club
2020-present	RSO Advisor for ISU Gen Games Club
2020-present	RSO Advisor for ISU Redbird Rocket League
2019-present	RSO Advisor for ISU Super Smash Bros. Clubs

Other ISU-related

2021	Panelist, Insights from "Reinvent Your Course for Diversity, Equity, and Inclusion" Program, WK College of Fine Arts
2020	Organized the production of a virtual *Games Showcase 2020* event in the form of a video games exhibition that can be watched here: https://www.youtube.com/watch?v=qIzxA_Fz6zY
2020	Organized the booth and participated in *Sixty-Six Game Expo and Game Jam* in Bloomington, IL (January 17-19) representing the Creative Technologies program Game Design Sequence

2020	Acted as the judge for the *Sixty-Six Game Jam* student game design competition along with Tony Reimer (School of Theatre and Dance) and Dr. Mary E. Califf (School of IT)
2019-present	Wonsook Kim College of Fine Arts Commencement Ceremony – Attended and participated in commencement ceremonies in regalia both physically and virtually
2019	Attended and participated in focus groups for the redesigns of ISU Faculty Portal Project and ISU Research Website
2019	Attended and participated in CTK Family Breakfast
2019	Attended and participated in portfolio reviews for CTK Graduate Students
2019	ISU Marketing and Communication: Designed a 3-fold brochure for Creative Technologies Program's *Game Design Sequence* to be distributed at Sixty-Six Games Expo 2020, Bloomington, IL

Professional Development

2021	Participated in UMFN 2021 Fall Sessions (Increasing Your Visibility as a Scholar; Building your Network of Support to Prepare you for Tenure and Promotion; University Funding and Resources to Support Your Scholarship)
2021	Completed CTLT 2021 Fall workshops (The Safe Zone Project for Instructors; Teaching with Text Analysis; Using Visual Literacy to Enhance Teaching, Learning, and Critical Engagement; Teaching with Digital Mapping)
2021	Attended College-Wide Zoom Lecture: Establishing a Framework for Equity, Diversity, and Inclusion with Dr. Dakesa Piña
2021	Completed the Kognito At-risk for University and College Faculty and Staff online certificate training sponsored by ISU Growth Change team (08/11/2021)
2021	Completed CTLT 2021 Spring workshops for a total of 35 hours (Exploring Curiosity as a Tool to Engage Students with Course Content; Creative Student Protest; Help Students Develop a Professional Persona in the Classroom; Build Confidence in Creating Inclusive Course Materials; Increase Synchronous and Asynchronous Engagement with Nearpod, Padlet, Flipgrid, and EdPuzzle)
2021	Participated in professional development (PD) programming sponsored by the Wonsook Kim College of Fine Arts GROWTH Change Team (GCT) (Trauma Informed Teaching with Dr. Jimmy Chrismon; Equity Toolkit-Self Paced Resources; Reinvent Your Course for Diversity, Equity, and Inclusion)
2020	Completed CTLT 2020 Fall workshops for a total of 15.5 hours (Asynchronous Communication to Enhance Student Engagement and Problem-Solving Workshop; Teaching into the Void; Early Faculty

Development Circle: Overview of Scholarly Teaching Practices; 2021 ISU CTLT Teaching and Learning Symposium)

2020　　Accepted into and completed the 2020 Summer *CTLT SI20 Design Your Course* course devoting 3-5 hours per week for 8 weeks

2020　　Participated in the SoTL workshops: 10/7/2020 Engaging in Professional Networks Using Social Media; 10/14/2020 Using Social Media as a Culturally Responsive Teaching Tool; and earned DIY Certificate of: Class Climate and Culture in Online Environments.

2020　　Participated in professional development (PD) programming sponsored by the Wonsook Kim College of Fine Arts GROWTH Change Team (GCT)

2020　　Completed the QM (Quality Matters) Independent Improving Your Online Course workshop (10/27/2020)

2020　　Completed CTLC 2020 Summer Institute Workshops for a total of 18 hours (*Short Workshops:* Hybrid Teaching for Fall 2020; Online Course Design; Welcoming Students and Course Introduction; Establishing Clear Expectations; Facilitating Discussion; Creating Micro-lectures; Equity and Diversity; Engaging Students; Accessibility and Accommodations; Teaching Large Online Courses; *Long Workshops:* Using Data to Inform a Metacognitive Approach to Instruction; Mental Health First Kid)

2020　　Completed CTLT 2020 Spring workshops for a total of 4 hours (Introduction to the Scholarship of Teaching and Learning; Seeing White Series: Creation of Whiteness; SWS: Historical Context of Whiteness)

2019　　Devoted 15 hours to professional development by attending and participating in the activities of ISU CTLT (ReggieNet: Create Basic Assignments & Tests and Quizzes; International Students at ISU; Early Career Faculty Circle and Luncheon; Foundations of Diversity: Microaggressions & Privilege and Power; Formstack for Beginners; Diversity TLC)

Exhibitions & Installations

2020　　"No Poets, No Lovers" Algorithmic Art Installation, 2020 Faculty Biennial @University Galleries

Computation & Expression

2020　　"Who goes there?" Expressive Computing Project, Online
https://sercansengun.itch.io/who-goes-there

2019　　"Ademâbâd" Expressive Computing Project, Online
http://sercansengun.com/ademabad/

2016　　"Neverwhere" Expressive Computing Project, Online
http://sercansengun.com/neverwhere/

2016　　"Neosavbot" Expressive Computing Project & Twitter Bot, Online
http://sercansengun.com/neosavbot/

2016   "Where2Begin" Expressive Computing Project, Online
http://sercansengun.com/where2begin/

Industry Appointments

2011-2014   kreatiFabrika Comm. Agency, Director for Digital and SM Projects

2005-2011   Nintendo of Europe Local Office, Director for Regional Marketing

2003-2005   Avaturk Gaming Services, Director of Content

1999-2003   Arti Interaktif New Media Agency, Managing Partner

Conference Presentations

2017   Design 4 Diversity: An IMLS National Forum Project, Northeastern University, Boston

2017   ACM Creativity & Cognition 2017, Singapore National Gallery, Singapore

2016   New Media II. National Congress, Kadir Has University, Istanbul

2015   IMAGES (IV) – Images of the Other, Austrian Embassy, Istanbul

2015   Edebiyatın İzinde 2015 Fantastik ve Bilimkurgu Konferansı, Yildiz University, Istanbul

2014   Digital Communication Impact 2014, Istanbul Ticaret University, Istanbul

2013   LIT FICTION '13, Mimar Sinan University, Istanbul

2012   ECREA 2012 Pre-Conference: Experiencing Digital Games, Istanbul

Other Institutions

2021   Selection Committee, Next in Game Startup Comp., nextgamestartup.com

2016   Selection Committee, Startup Bootcamp Istanbul, Gamegarage Accelerator

2014   Selection Committee, Turkcell "Coding Future Games" Series 1 & 2

2012-2014   Volunteer Media Consultancy to TransXTurkey: A Multiplatform about Transgender in Turkey**,** SPoD LGBT, and Istanbul LGBTT Associations

Panels and Workshops

2021   YSO Corp Hyper Lab, "DECKS Framework," Workshop Instructor

2021   ISU BE 354 - Educational Technology Information System, "Game Design and Gamification," Guest Lecture

2021   BAU Research Methodologies Studio, "Virtual Identities," Guest Lecture

2020   Bilgi University Communication Doctorate Program Talks, "Virtual Identities, Avatars, and Other Digital Human Proxies," Guest Lecture

2020   Teen Art Group @University Galleries

2020	ISU Music Composition Studio, "Creating Music for Games," Guest Lecture
2018	NULab, "Nuanced Archives for Video Games," Invited Presentation
2016	Startup Bootcamp Istanbul, "Creativity in Game Design," Workshop Instructor
2015	Amberfest, "Games for Change," Panelist
2015	Mobile Day 2015, "Videogame Industry in MENA," Panelist
2015	Oyunder @GameX 2015, "Games and Narrative," Workshop Instructor
2015	Oyunder /G Industry Talks, "Unity in Istanbul," Panel Chair
2015	Oyunder /G Industry Talks, "Disney Interactive, Blizzard Entertainment, and Riot Games in Istanbul," Panel Chair
2014	II. Istanbul Design Biennial, "Future of Fashion, Ads, and Game Design," Panelist
2014	Istanbul Aydin University, "Digital Game Production in Turkey," Panelist
2014	Istanbul Ticaret University, "Highlights of Mobile Gaming Industry," Panelist
2014	Oyunder @GameX 2014, "Digital Game Industry in Turkey," Panel Chair
2014	Oyunder /G Industry Talks, "Game Audio Day," Panel Chair
2014	GILT Academy '14, "Mobile Gaming Industry in Turkey Lecture Series," Panelist

Other Professional Endeavors

2015-current **Analog Game Design:**

- Puzzle Dungeon Descent (2021, Itch.io) https://isuctkgame.itch.io/puzzle-dungeon-descent
- Polar (2021, Itch.io) https://isuctkgame.itch.io/polar
- The Next Best President (2021, The Game Crafter) https://www.thegamecrafter.com/games/the-next-best-president
- Hidden Pandemic (2021, The Game Crafter) https://www.thegamecrafter.com/games/hidden-pandemic
- Hex (2021, Itch.io) https://isuctkgame.itch.io/hex
- Your Quest, Should You Choose to Accept It (2020, The Game Crafter) https://www.thegamecrafter.com/games/your-quest-should-you-choose-to-accept-it-
- A Murder Most Fowl: Bloody Plumage (2020, The Game Crafter) https://www.thegamecrafter.com/games/a-murder-most-fowl:-bloody-plumage
- Tomb of the Fallen King (2020, Itch.io) https://isuctkgame.itch.io/tomb-of-the-fallen-king

- Swindler's Market (2020, Itch.io)
  https://isuctkgame.itch.io/swindlers-market
- Break the Glass Ceiling (2020, Itch.io)
  https://isuctkgame.itch.io/break-the-glass-ceiling
- Area 51 (2020, Itch.io) https://isuctkgame.itch.io/area-51
- Foundational Voices (2018, Itch.io, contains Meeting Mix-up, Freaky Forest, Aliens & Cowboys, Green Line Getaway, Heist or Bust, Battleground, Clandestine OPS, Fishbowl, and Link Up!)
- A Murder Most Fowl (2015, The Game Crafter)

2013-current   Digital Game Design:
- Project: Level Design (2021, Itch.io)
  https://isuctkgame.itch.io/project-level-design
- Beat Bound (2021, Itch.io) https://isuctkgame.itch.io/beat-bound
- *Inspector Turing* (2018, iOS, Android), Educational
- *Painting Gallery with Niru Niru & Friends* (2015, iOS), Educational
- *Save Christmas with Niru Niru & Friends* (2016, iOS), Kids Entertainment
- *Pathika* (2014, iOS, Android), Puzzle
- *Quiz Apps: World Football* (2013, iOS, Android), Puzzle
- *Quiz Apps: Hollywood* (2013, iOS, Android), Puzzle

1996-2008   Altzine.net, Webmaster/Editor, *the longest running online Turkish hypertext magazine for literature, arts, and culture*
http://tr.wikipedia.org/wiki/AltZine

2004-2012   Altkitap.com, Art Director, *The first online Turkish e-publishing house. Published more than 50 free digital Turkish books up to today.*
http://tr.wikipedia.org/wiki/Altkitap

2009-2011   Nintendocu Magazine, Editor-in-Chief, *Official seasonal (tri-monthly) magazine about Nintendo products, reviews, previews, and other content. ISSN: 1309-0062 (Discontinued)*

Current Memberships

ACM (Association for Computing Machinery)*, Member since 2017*

CHEX (Champions in Higher Education of XR Consortium)*, Member since 2020*

DIGRA (Digital Games Research Association)*, Member since 2013*

EAI (European Alliance for Innovation), *Member since 2020*

ECREA (European Comm. Research and Education Association)*, Member since 2012*

IGDA (International Game Developers Association)*, Member since 2013*

MIT Alumni Association*, Member since 2016*

OYUNDER (Turkish Game Developers, Designers, and Publishers Association), *Academic Chair since 2015*