AYSUN GÜNEŞ

Senior Instructor (Ph.D.) — Instructional Design & Educational Quality

School of Foreign Languages, Anadolu University
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PROFILE

Experienced faculty member specializing in instructional design, educational quality, and innovation in language education. Currently serving as the R&D Coordinator in the institutional quality office, responsible for research and development activities related to educational improvement. Vice President and Co-Founder of the Micro-Credentials Association of Turkey, leading national initiatives in digital credentialing, competency-based education, and lifelong learning strategies.

PERSONAL DETAILS

E-mail	aysunkaynak35@gmail.com
Work Address	Anadolu University, Yunus Emre Campus — School of Foreign Languages, Office of Educational and Institutional Quality

KEY QUALIFICATIONS

- Strategic Instructional Design (CEFR, CBE, Universal Design for Learning principles)
- Educational Technology Leadership (LMS, AI tools, AR/VR integration)
- Learning Experience Design (LxD) and Gamification Strategies
- Digital Tools Ecosystem Management (authoring tools, analytics platforms, multimedia)
- Educational Quality Assurance & Accreditation
- Micro-Credentials & Competency-Based Education (including stackable credentials)
- Project Leadership & Cross-Institutional Collaboration
- Faculty Development & Instructional Coaching
- Policy Development in Lifelong Learning and Digital Credentialing

EDUCATION

PhD — Distance Education and E-Learning — Anadolu University **2017 – 2022**
MA — Distance Education and E-Learning — Anadolu University **2015 – 2017**
CELTA Training — Cambridge University **2012**
BA — American Culture and Literature — Ankara University **1998 – 2003**

PROFESSIONAL EXPERIENCE

Senior Lecturer (Ph.D.) — 2006 – Present

Anadolu University • Eskişehir, Turkey

As a senior lecturer with a doctoral degree in Distance Education, I serve a dual academic and strategic role within Anadolu University. At the School of Foreign Languages, I design and deliver English language instruction tailored to higher education learners, integrating digital pedagogy, gamification, and adaptive learning strategies.

I also contribute to curriculum development and learning material design for online and hybrid preparatory programs, including leading the transition of the preparatory school's curriculum to fully online formats during the COVID-19 period.

R&D Coordinator — School of Foreign Languages — 2024 – Present

Anadolu University • Eskişehir, Turkey

I coordinate R&D initiatives focused on educational quality, accreditation, instructional improvement, and micro-credentialing. I lead needs analyses, institutional innovation projects, and faculty development efforts in instructional design and learning technologies.

Vice Chairperson & Founder
2025 – Present

Micro-Credentials Association of Turkey • Ankara, Turkey

I help shape national policy discussions and training programs on competency-based education and digital credential ecosystems.

Researcher / Instructional Designer & Module Instructor
2021 – Present

University of Jyvaskyla (FI) - FernUniversitat Hagen (DE) - Universidade Aberta (PT) • Online

Served as both a researcher and instructional designer in this EU-funded Erasmus+ project aimed at developing digital pedagogical competencies among future educators. Responsible for designing all learning materials for the Turkish partner institution and contributing to international curriculum development aligned with DigCompEdu.

Also served as Module 3 Instructor (Technology-Enhanced Teaching and Learning) and have continued teaching this course even after the project officially concluded.

English Teacher
2003 – 2006

National Ministry of Education • Ağrı, Turkey

Served as a full-time English language teacher at K-12 level within public schools in Ağrı. Designed and delivered age-appropriate, communicative English instruction aligned with the national curriculum, incorporating educational technologies and differentiated instruction for diverse learner needs in rural and underserved communities.

Additionally organized and led public English language courses in collaboration with local Public Education Centers (Halk Eğitim Merkezleri), supporting adult learners and community-based lifelong learning initiatives.

Foreign Trade Assistant & English Instructor (Part-Time)
1999 – 2003

Er-Sa Dış Ticaret - Private Learning Centers • Ankara, Turkey

While pursuing my undergraduate degree, I held part-time roles in both the trade and education sectors. At Er-Sa Dış Ticaret I supported international business operations - official correspondence, trade communication with partners abroad, and document management for import/export procedures.

Concurrently, I worked as an English Instructor at various private learning centers, teaching general English to children, teenagers, and adults, and providing individual tutoring. These early experiences built strong organizational, intercultural, and instructional abilities.

EU-FUNDED PROGRAMMES & PROJECTS

Senior Non-Key Expert
02/2025 – 06/2025

Ministry of National Education - European Adult Learning Agenda Project • Turkey

Artificial Intelligence literacy programme implemented within the scope of the General Directorate of Lifelong Learning. The project develops an AI literacy programme for working professionals and young people aged 23-44, offering training to build skills for using AI in daily life. As the expert, I was responsible for creating a scale based on needs-assessment studies I conducted.

Researcher / Instructional Designer
01/2018 – 05/2021

E-SLP - Digitally Competent Educators (Erasmus+) • Finland

Dual-role contributor - researcher and instructional designer - in this EU-funded Erasmus+ project enhancing the digital competencies of future educators. Developed the complete set of learning materials for the Turkish partner institution, aligning content with project-wide pedagogical frameworks and digital literacy standards.

Acted as course instructor for Module 3: Digital Pedagogy, delivering online sessions to higher education students and educators. The instructional modules developed are still used in teacher education programs across Finland, Portugal, and Germany.

TRAININGS & SEMINARS DELIVERED

Trainer & Speaker — Cyberbullying and Parent Education
2020

Informatics Association of Turkey (Türkiye Bilişim Derneği) • Turkey

Designed and delivered awareness trainings on cyberbullying and parent education in collaboration with the Informatics Association of Turkey. Sessions equipped parents and educators with practical strategies to recognize, prevent, and respond to cyberbullying, and to guide children toward safe and responsible technology use.

Guest Trainer & Speaker — Cyberbullying and Technology Addiction
2020 – 2024

Various K-12 Schools • Turkey

Delivered seminars on cyberbullying and technology addiction to students, parents, and teachers at various schools. The trainings raised awareness of digital well-being, healthy screen-time habits, online safety, and the prevention of technology overuse and cyberbullying.

CERTIFICATIONS

- Common Sense Educator Certification — Common Sense Media
- Google Education Certification, Level I
- Google Education Certification, Level II
- Microsoft Education Expert Certification
- Forward Learning — McKinsey & Company

LANGUAGE SKILLS

Language	Reading	Speaking	Writing
English	5 — Excellent	5 — Excellent	5 — Excellent
German	4 — Good	2 — Basic	2 — Basic

MEMBERSHIPS & OTHER SKILLS

Professional Memberships. Futurists Association of Turkey, TESOL Turkey, Micro-Credentials Association of Turkey (Vice-Chairman & Founder).

Advanced Computer Literacy. Proficient across digital tools and platforms - LMS (Moodle, Blackboard, Canvas), instructional design software (Articulate Storyline, Adobe Captivate), AI-supported content tools (ChatGPT, Canva, Genially), and video editing tools (Camtasia, Premiere Pro).

Learning Analytics & Data Literacy. Experienced with SPSS for quantitative analysis and NVivo for qualitative analysis, and in interpreting educational data for assessment and improvement. Skilled in developing rubrics, scales, dashboards, and reports.

Project Management. Competent in managing EU-funded education projects and coordinating teams using Trello, Google Meet, Zoom, and Microsoft Teams.

Social Media & Digital Communication. Manage a public-facing educational Instagram page with 100,000+ followers, leveraging insights and analytics for strategic engagement.