

ASLI AYDIN

Experience Strategist

I'm an Experience Strategist with 6+ years of experience in both agency and in-house, helping clients design the future of their business. I'm currently working at Code and Theory in New York City.

New York/Istanbul
(914-)924-6046
asliaydin3@gmail.com
asliaydin.net

Experience

Code and Theory

Creative Strategist

July 2014- Present
New York, New York

I work with companies on aligning business, strategy and design methodologies to create meaningful product experiences. My focus is on solving critical business and design challenges by working as a cross functional collaborator with UX, Visual Design, and Development.

Clients | Citibank (Finance), Council on Foreign Relations (Think Tank), Globe and Mail (Publishing), MIT Sloan (Education), Motel 6 (Hospitality), National Geographic (Nonprofit), New York Life (Insurance), Quest Diagnostics (Healthcare), Truth Initiative (Policy), and The Webby Awards (Digital Arts)

Spies & Assassins

Interaction Designer

Jun 2013- Aug 2013
New York, New York

Wireframing. Design User flows and interactions for sites. Functional Specs. Brainstorming Sessions . Competitive Analysis Decks

Clients | BMW, BNY Mellon, FTSE, Goldman Sachs, and Harman

Turkcell's liaison with the United Nations Development Program Consultant

Sept 2012- Mar 2013
New York, New York

I worked on the following events:

Women's Empowerment Principles, Turkcell Women's Initiative, 'Strong Women, Strong Turkey'

Press Release: <http://prn.to/ISTNRR>

Press conference at UN Headquarters "Innovation and Resilience in Corporate Response to Disaster" & the Turkcell - UN Technology Partnership.

Press Release: <http://bit.ly/1ct53PW> . <http://prn.to/1d2FaEE>

ING Bank Turkey
Digital Brand Specialist

Nov 2009- Aug 2012
Istanbul, Turkey

I worked in both the Corporate and Marketing Communications divisions, responsible for both internal and external digital marketing, from strategic planning to end-to-end execution for the entire product portfolio and corporate brand on platforms including social media, bank microsites and the intranet.

Areas of governance include digital brand campaigns, social media marketing, content management, analytics, monitoring and reporting.

National Geographic Magazine
Editing Contributor

Oct 2004- Aug 2012
Istanbul, Turkey

HSBC Bank A.S.
Treasury Operations
FX Customer Payments & Hsbcnet Operations

Nov 2007- Nov 2009
Istanbul, Turkey

CNN TURK/Dogan Media Group
Editing Reporter

2006
Istanbul, Turkey

Education

NYU
Master in Professional Studies (MPS) in Design, Tisch School ITP

2012-2014
New York, New York

Bogazici University
BA International Trade

2003- 2007
Istanbul, Turkey

Skills

Design
Sketch, Adobe CS, Keynote

Programming
Processing and Arduino

Languages
Turkish (Native), English (Excellent), and German (Intermediate)