

## Work Experiences

### Insider | Product Designer

September 2017 - present, Istanbul, Turkey

*Insider is The First Integrated Growth Management Platform*

*helping digital marketers drive growth across the funnel, from Acquisition to Activation, Retention, and Revenue from a unified platform powered by Artificial Intelligence and Machine Learning. <https://useinsider.com/>*

Working on,

- Messaging Channel Products
- Advertising Channel Products

Responsibilities;

User research / Concept generation / Benchmarking / Information architecture / Wireframing & Prototyping / Design research / Logic flows & Storyboarding / Usability Tests / UAT

Working with;

Product Managers / Back-End & Front-End Developers / Product Designers / Strategic Account Managers & Operational Account Managers / Marketing Designers / Predictive Technologies Team / Digital Growth Managers

### Garanti Technology (BBVA GROUP) | User Experience Designer

December 2015 - July 2017, Istanbul, Turkey

*Garanti Technology (GT) provides organizations of the Garanti brand with technology infrastructure, software development on different platforms, internet applications, integration, system management, security management, project management and office application services. <http://www.garantiteknoloji.com.tr/>*

Worked on,

- Garanti Internet online banking (desktop - tablet - mobile)
- Digital Approval Application (tablet)
- Customer Experience Platform for Intranet (desktop)
- Mobile Banking Enterprise Application (desktop - tablet)
- Mobile Private Pension Enterprise Application (tablet)
- Career Management Platform for Intranet (desktop)

Responsibilities;

User research / Concept generation / Prototyping / Design research / Logic flows / Storyboards Sitemaps / Workshops / User tests / Accessibility tests / UAT

Worked with;

Business Analysts / Front-End and Back-End Developers / UX Designers / UI Designers / Product Owners / Stakeholders / Design Consultancies

## Design Related Experiences

### UX Folks | Co-Creator

October 2017 - present, Istanbul Turkey

We are a group of UX designers from different companies who want to be a reason to connect UXers to learn from each other and have fun. UX Folks is like a user-centered, content-driven Lego bricks. We curate our events with the units already defined, by analyzing audience needs and sparks from the local scene. We put our experience by thinking beyond "Design Thinking" to build customized open events with glocal inspirations. <https://www.uxfolks.com/>

## Project & Internship Experiences

### Patica | Service Designer- UX Design Mentor

September 2017 - present, Istanbul, Turkey

For digital transformation of Kara Kutu (NGO), as a service designer, getting guidance from a service design mentor, then as UX Design Mentor, transferring what extracted from service design period to guide a Junior UX designer in order to test Patica's business model which is disruptive, motivational, human to human learning platform. <http://patica.org/>

### IMECE (Social Innovation Platform) | Experience Design Mentor

April 2017 - present, Istanbul, Turkey

Imece is a social innovation platform bringing together an interdisciplinary community for creating sustainable and innovative impact on social and environmental challenges while enhancing collective capacity and providing incubation services for impact entrepreneurs. <http://imece.com/>

### Arvento | Product Designer

February 2015 - June 2015, Ankara, Turkey

Worked on,

- Graduation Project: Vitalink - Smart wearable for coal miners to communicate in cases of emergency

Responsibilities;

User research / Concept generation / Benchmarking / Material Research / Mock-up / Design research / Usability Tests / Gestural Design / Project Management / 3D Modelling...

Worked with;

Coal Miners / Miner Unions / Product Design Team of Arvento / Turkey Coal Enterprises (Uzulmez Institue) / METU Industrial Design 4. Year Design Studio Academics

### PepsiCo | Experience Design Intern

August 2014 - September 2014, Istanbul, Turkey

Worked on,

- Experience Design Project: Better Experience for Doritos

Responsibilities;

User research / Concept generation / Benchmarking / Material Research / Design research / Project Management / 3D Modelling / Packaging Design / Doritos Chip Design /

User Journey Mapping / Ideation Workshops

Worked with;

Food Engineers / Chemical Engineers / Research and Development Team of PepsiCo FritoLay Istanbul

## Education

### Middle East Technical University | Bachelor of Industrial Design

Graduated June 2015, honors List, Ankara, Turkey

CGPA: 3.27 / 4.00, Class Rank: 5th out of 61 graduates

### Politecnico di Torino | Bachelor Exchange in Visual Communication Design

February - August 2014, Turin, Italy

6-Month Erasmus Student Exchange Program

### Ankara Ataturk Anatolian Highschool | Science Division

Graduated June 2010, Ankara, Turkey

CGPA: 91.60 / 100

## Achievements

### Turkish Airlines Corporate Club Conference 2017

2017, Istanbul, Turkey

Center Stage Speaker (Me & UX – The story of The Next Generation in Travel Management)

### A' Design Award & Competition

2017 - 2018, Milan, Italy

Grand Jury Member of Wearable Technologies

### A' Design Award & Competition

2016, Milan, Italy

Bronze A Design Award Winner

### World Design Impact Design

2015 - 2016, Montreal, Canada

Nomination for Icsid's World Design Impact Prize

### TUBITAK (Scientific & Technological Research Council of Turkey)

2015 - 2016, Ankara, Turkey

Graduation Project Support (Support Programme Industry Oriented Undergraduate Thesis.)

## Selected Skills

### Research & Analysis

User interviews / Shadowing / Persona / Extrem Users / Market Analysis / Benchmarking ...

### Project Management & Business Strategy (Basics)

Waterfall / Scrum / Kanban / SWOT Analysis / COD Analysis

### Ideation & Conception

Design Thinking / Design Sprints / Use Cases / User Journey / Brainstorming / Scenario Method / Moodboards / Information Architecture / Wireframing / Logic Flowing / User Journey Mapping / Service Blueprints / Participatory Design / Creative Facilitation

### Realisation & Optimisation

Wireframing / Prototyping / Usability testing / Accessibility testing / UAT...

### Software

JustInMind / Axure / Sketch / Adobe CS / Invision / Marvel / Zeplin / Jira / Trello / Rhinoceros

### Language Skills

English (fluent) / Turkish (native) / Italian (intermediate)

## Personal Interests & Hobbies

Digital & Hand Drawing / Digital Photography / Short Film Shooting / Singing (soprano) / Cooking / Travelling / New Music Discovery / Socratic Dialog / Socratic Design

## References available upon request