

Professional Summary

I am a UX-UI Designer and Product Designer with a background in Graphic/Web Design and Art History, combining technical design expertise with strong observational, listening, and communication skills. My experience in social media has provided insights into user behavior and contemporary design trends. I excel as a team player and thrive in forward-thinking environments, where I aim to enhance user experiences through creative, user-centric design.

Skills

UX Design | User Research, Wireframing, Prototyping, Information Architecture, Usability Testing, Interaction Design, User-Centered Design, Visual Design, Design Thinking, Responsive Design, Design Systems, UX Writing

UX Research | User Interviews, Contextual Inquiry, Persona Development, Journey Mapping, Card Sorting, Data Analysis, Usability Testing, Heuristic Evaluation, Competitive Analysis, User Feedback Analysis

Tools | Figma, Canva, Miro, Maze, Sketch, Illustrator, Photoshop, Adobe Animate, Adobe InDesign, Adobe XD, HTML, CSS, Webflow, WordPress, Optimal Workshop, InVision

Professional Experience

Loggma Digital Energy Solutions | UX Designer | Remote

May 2023 - September 2023

- Leveraged expertise as a UX Designer to drive end-to-end solutions within the energy sector, prioritizing user empowerment through intuitive interfaces.
- Collaborated seamlessly with cross-functional teams to harmonize design goals with strategic business objectives, ensuring a unified implementation process.
- Maintained a vigilant awareness of industry trends and emerging technologies, integrating innovative design methodologies into projects for enhanced user experiences.

Business Connect L3C | Social Media Assistant | Grand Rapids, MI

September 2022 - December 2022

- Strategized Social Media Calendars: Developed and managed weekly content calendars for four major social media platforms, including Facebook, LinkedIn, Instagram, and Twitter, ensuring consistent and engaging posts.
- Conducted competitive analysis to stay informed about industry trends and competitor strategies.
- Generated regular reports detailing social media performance metrics and provided recommendations for improvement.

Marjinal Porter Novelli | Social Media Assistant | Istanbul, Turkey

2017-2018

- Event Coordination: Played a pivotal role in organizing and managing guest events and social gatherings, ensuring seamless execution and a memorable experience for attendees. This included logistical planning, vendor coordination, and on-site event management.
- Regularly produced comprehensive weekly and monthly reports for managerial review, offering valuable insights into our social media performance.
- Worked collaboratively with multidisciplinary teams to ensure social media strategies aligned with overall marketing and PR objectives, fostering a unified and synergistic approach.

UX Design Projects

June 2023

SailEase | UX Researcher & UX Designer | Mobile App Design

- Achieved the second-place position among 12 competing teams at General Assembly's Digital Equity and Accessibility Hackathon with our project 'SailEase'.
- Contributed as UX Designer and Researcher, driving user-centered design and conducting thorough research.
- Collaborated effectively with developers to ensure seamless integration of design solutions, highlighting the importance of cross-functional teamwork in delivering a successful product.

My Worlds | UX-UI Designer | Mobile App Design

- Collaborated closely with the founder to refine their vision, emphasizing the role of good design in realizing their concept.
- Spearheaded various crucial design activities, including the creation and execution of a user interview process, competitive analysis, and collaboration with fellow designers to ensure design coherence.
- Crafted user flows and visual styles, conducted A/B testing, and produced high-fidelity interactive prototypes, resulting in favorable feedback from the client.

Union General Bakery & Gift Shop | UX-UI Designer | Website Redesign

- Redesigned Union General's website, a modern "general store," through a high-fidelity prototype; conducted user interviews, synthesized data for personas, performed competitor analysis, and updated branding to enhance the user experience.

Education

General Assembly | UX Design Immersive | Remote

March 2023

Full-time immersive program in UX/UI design consisting of 480+ hours of study, practice, professional training, and mentorship. Executed end-to-end UX/UI design processes for six projects from the user research phase through UI design, prototyping, usability testing, iteration, and stakeholder presentation; worked fully remote with teams using Agile methodologies and iterative development.

Grand Rapids Community College | Graphic-Web Development | Grand Rapids, MI

2021-2023

Istanbul University | Art History | Turkey

2014-2019