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I am an interdisciplinary digital product designer with UX, visual design and user research skills. I am experienced in designing user centered productivity tools for B2B companies and content delivery UIs for mass audiences. I have personal interest in psychology, art and creativity, all of which I believe feed my approach to problems at hand. I think that the correct design vision and process are determined by the context and require mental flexibility, cooperation, user feedbacks and visual thinking above all. I see the role of the designer as a researcher, communicator, enabler and an objective yet creative synthesizer of different perspectives.

## PROFESSIONAL EXPERIENCE

03.2020 - Ongoing

### Lead Product Designer

Vispera Information Technologies, İstanbul

As the lead product designer of a freshly built product team within Vispera, I had the opportunity to experience being a mid-level manager alongside an active designer. A balanced combination of designing, decision-making and mentoring processes enabled me to experience different roles and perspectives simultaneously.

- Led the Senior Product Designer and Visual Communications Designer recruitment and onboarding processes.
- Lead the design team workflows and mentored the team on product features as well as technical and methodological design processes.
- Engaged stakeholders and the product team to ensure that the designs fit business goals and technical constraints while meeting user needs.
- Documented the design deliverables to aide development and customer success teams.
- Together with the product director, evaluated user feedbacks and customer insights to define and defend product feature prioritization decisions.
- Designed and conducted user interviews with clients to better understand their task flows and special needs. Evaluated use cases for possible ways to meet the different range of customer expectations within Vispera's product range.
- Carried design validation interviews with internal and external users.
- Initiated and led the creation of product design system and brand guidelines and executed it with the design team.
- Initiated and led the design migration from Sketch to Figma for faster, collaborative and organized design workflow within design and development teams. Initiated and guided the design system creation in Figma for cross platform products.

01.2017 - 03.2020

### Senior Product Designer

Vispera Information Technologies, İstanbul

As the first UX designer, part of a technical team of 13, I was lucky to see the scaling up of an AI startup into a fluently operating B2B company. The novelty of working with clients specialized in retail and a high achieving technical team enabled me to reassess my approach to design and evolved me into a more flexible designer moving back and forth between agile business needs, technical restrictions and long term user centered goals.

- Designed user task flows, process flows, wireframes and user interfaces for various B2B in-store retail optimization products created by Vispera. The software products included mobile data collection application for field teams, in-store productivity app for retailers, data reporting / business intelligence dashboard for executives as well as master data management platform and digital data processing tools for internal operations teams.
- Presented and defended designs and key milestone deliverables to peers and executive level stakeholders and evaluated feedbacks.
- Worked closely with sales, customer success teams in building a user-centered approach to Vispera products. Worked closely with the R&D and development teams to deliver the most feasible features in set time frames. Executed all interaction and visual design stages from concept to final hand-off to development.
- Designed the overall Vispera visual language for the company enhancing the corporate communications assets, visual communication materials, client training guides and the company web site.
- Worked closely with the marketing team in defining the best ways to convey Vispera value proposition to prospect clients and to enable the alignment of the visual representations with the company's product directions.

01.2016 - 01.2017

### Freelance IxD and Visual Designer

İstanbul

10.2012 - 01.2016

### Senior IxD and Visual Designer

Hürriyet Gazetesi, Digital Publishing, İstanbul

Lead the redesign processes of all vertical channels at Hürriyet Digital including Kelebek, Hürriyet Aile and Bigpara. Towards redesign goals, took full responsibility of ideation, branding, UI and interaction design processes of the related channels for both web and native applications.

- Reported directly to related channel managers and worked closely with product, editorial, marketing and sales teams.
- Participated in the analysis of content and user engagement trends and created designs in accordance with content strategies and marketing needs.
- Ensured that the data management UI's accommodated the editorial needs in terms of data entry task flows. Lead user tests and interviews with users and reported results.
- Pioneered in applying a responsive design structure for Hürriyet Aile and managed the development process.
- Created interactive concept designs for periodic sales campaigns.
- Lead the design delivery and documentation processes to development teams.
- Designed the visual style guides for all channels and ensured the continued application of visual language and brand consistency through digital and print media.

03.2010 - 10.2012

### Visual Designer

Doğan Online, İstanbul

05.2008 - 09.2009

### Visual Designer, Production Assistant

Dirty Cheap Creative, İstanbul

10.2007 - 03.2008

### Assistant Director

Depo Film, İstanbul

05.2007 - 09.2007

### Internship, Production Department

Focus Film, İstanbul

01.2003 - 06.2005

### Technical Assistant

Emerson College, Media Services Center, Boston, USA

## EDUCATION

09.2005 - 09.2006

### University of Sussex, United Kingdom

MA, Modernism, Department of Arts and Humanities

08.2003 - 05.2005

### Emerson College, Boston

MA, Visual and Media Arts

09.1999 - 06.2003

### Middle East Technical University, Ankara

BA, Sociology

09.1992 - 06.1999

### American Collegiate Institute, İzmir

High School

## WORKSHOPS AND SEMINARS

Winter 2022

### Güzeli Arayan Ders with Memed Erdener

Spring 2019

### Writing for Children with Evren Yiğit

BÜMED

2015 - 2016

### Drawing and Painting Workshop with Sevil Tunaboğlu

Tek Oda Atölye, İstanbul

Fall 2012

### Usability and User Experience Certificate Program

Kadir Has University, Continuing Education Center, İstanbul

Fall, 2010

### Studio Photography Workshop

Galata Fotoğrafhanesi, İstanbul

Summer, 2002

### Summer Programme in Film Making

Brighton Film School

Winter, 2001

### Photography Seminar I: Black and White Photography

### Photography Seminar II: Printing Techniques

AFSAD, Ankara

## VOLUNTEER EXPERIENCE

07.2018 - 05.2020

Small Projects İstanbul Summer Camp

Art Club for Children

04.2017 - 08.2017

Interaction Design Foundation, İstanbul

09.2002 - 11.2003

Festival On Wheels, Ankara Sinema Association, Ankara

## LANGUAGE

English - Fluent

French - Intermediate

Spanish - Beginner

## INTERESTS

illustration, painting, photography,

cinema, travelling, skiing, dancing (lindy hop)

## CURIOSITIES

psychology, creativity theories, art, design,

visual cultures, ecology, children's literature

## PERSONALITY (as far as i know)

artist at work dreamer outside, objective,

mediator by nature, curious, explorer,

ambivert, empathetic, intrinsically motivated,

experimenter when there is time

## TECHNICAL SKILLS

### Software

Figma, Sketch, Zeplin, Atomic

Miro

Adobe CC

Microsoft Office

### Cameras

Canon 6D

### Programming Languages

CSS(basic), HTML(basic)

## TECHNICAL SKILLS

### 2006

### From Picture Palaces to Multiplexes

University of Sussex, England

Documentary, 15"

Research, Production, Post-production

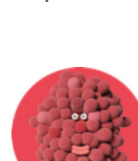
### 2005

### Rough Cut

Emerson College, Boston

Fiction, 25"

Writer, Director, Post-production



Fun fact :)  
 according to **Adobe Creative Types**  
 test based on Jung's personality types,  
 I am an **ARTIST!**

Thank You For Your Time!