

About Me

I am an experienced UX/UI designer from The Netherlands. I have very deep experience in the design sector, mainly focusing on different design areas such as; complex mobile app / mobile game designs, e-commerce & entertainment website designs, and software design in terms of UX/UI with using big data. I'm also supporting companies to create brand new projects/ideas to generate high revenues in the television & digital environment.

Skills & Approach

- Collaborating with business stakeholders, making surveys & 1-1 interviews with the potential users to understand what are the pain points
- Creating design system
- Creating an agile working system to increase the productivity of the company
- Creating user personas, user journey maps, and task flows
- Building interactive wireframes/prototypes
- Making usability tests & reviews
- Creating new ideas and new formats for TV shows

Experience

2022 - ∞ | Nielsen Media Research | Rotterdam - The Netherlands Head Senior UX / UI Designer

I'm responsible for the **UX/UI steps** of all Commspoint products at the world's largest media and content company Nielsen Netherlands department. Since the day I started the company, I have been working on creating **UX/UI solutions** for Commspoint products, **developing design systems** related to the Commspoint family, as well as **creating a new agile working process** for the UX/DEV/PO departments to increase productivity. In addition to all these responsibilities, I work in partnership with the UX Research department in the USA for including **research processes** more in the design decisions.

2020 - 2021 | ValueBlue BV | Utrecht - The Netherlands Senior UX / UI Designer

I was responsible for the development of BlueDolphin software products as a senior UX / UI designer at ValueBlue. BlueDolphin is the Enterprise SaaS tool that helps CIOs and Enterprise Architects to plan the business transformation, collaborate on its execution and manage every process — based on real data insights. While developing the BlueDolphin product, I was using some UX methods such as **user research, SUS tests, one-on-one interviews, CX reports**, and other survey methods. *(Recommendation letter will be sent separately if requested)*

2011 - 2019 | Acunmedya International Production Company / TV8 | Istanbul - TR UX - UI Designer / Art Director

I was conducting all UX/UI processes for **e-commerce, entertainment websites & mobile application designs** (on ios & android platforms) & **mobile game, and Apple TV** designs in Acunmedya.

Our mobile application and **"my idea" Yan Ekran** is downloaded by more than **3 million people** all over the world and the **Lolo game** reached more than **2 million people** on the market.

Also, I was **part of the brain team** at my company for creating new ideas for the purpose of making a profit for our television shows (for **The Voice, Got Talent, Survivor, Utopia** tv shows) & **digital platforms**.

My other idea **"the yellow room"** (known as "the red room" in the Netherlands) made a really significant difference in **The Voice** and it's still part of the concept now.

I also took part in the sales side of the projects I created. Especially the project I made with **Pamela Anderson** and **Patos** company was a great success. I also had the opportunity to work with some **Hollywood stars**.

I helped my company to get sponsorship from **Vodafone, Samsung, Fanta, Turkcell, Lenovo**, and **Turk Telekom**, with these ideas I brought in **more than a million euros** for my company.

Tools & Technologies

Figma
Sketch
Axure
Adobe XD
InVision App
Other Adobe Creative Cloud Programs
(including movie editing & animation programs as well)

Working Style & Knowledges

Agile (Scrum & Kanban)
HTML 5.0 / CSS
Bootstrap 5.2
Javascript (Editing)
Responsive Design / Bootstrap
Seo & Amp Page Compatible Designs
Using The Consumer Psychology
User Oriented Design
Concepting to Execution
Corporate Identity Design Knowledge
Printed Design Knowledge
ArchiMate® 3.1

Awards & Honours

High Honour Student - 1st Place In Department, 3rd Place On Faculty Kadir Has University / Turkey

I've been graduated from Kadir Has University in first place in the department & third place in the faculty in 2010.

3rd Place In Department - Bogaziçi University / Turkey

I've been graduated from Boğaziçi University at third place in the department in 1998.

Full Scholarship Montana State University / Montana - USA Purdue University / Indiana - USA

I got the 100% scholarship from these universities thanks to my GPA.

Limited Scholarship Coventry University / Coventry - England

I got the 20% scholarship from Coventry University thanks to my GPA.

2001- 2010 | Vatan Newspaper | Istanbul - Turkey

Senior UX / UI Designer

I was responsible for **designing Vatan newspaper & our additional magazines' websites** and creating some **printed magazine layouts**, besides **designing & programming give-away CDs** by using lingo programming language, making banners & designing mailings.
I gave freelance support between 2005-2010 years to this company because of compulsory school attendance.

Education

2005 - 2010 | Kadir Has University | Visual Communication Design | Istanbul - TR

I've been graduated from Kadir Has University as **the highest-ranked student** in the department & **3rd place on the faculty** in 2010.

Also, I've attended an English course for one year & joined some Erasmus programs/summer School which is held in Holland (**Utrecht School of the Arts**), Sweden (**Mälardalen University**), and Austria (**FH Joanneum University**)

1996 - 1998 | Bogazici University | Computer Programming & System Analyst | Istanbul - TR

I've been graduated from Turkey's most prestigious University Boğaziçi in the **3rd place** in the department in 1998 as a system analyst programmer.

EU Work & Residence Permit

Yes / without any restrictions

Portfolio

Please visit my website www.tarcan.net for a detailed portfolio & job experiences.