

# E. Tarcan YONEL

## Senior UX/UI Designer

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### 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 software tool designs using big data, mobile apps / mobile games, and e-commerce & entertainment websites. I'm also supporting companies to create brand new projects/ideas to generate high revenues in the television & digital environment.

### Skills & Approach

- Collaborating with stakeholders, making surveys & 1-1 interviews with the potential/current users to understand what are the pain points
- Creating user personas, user journey maps, and task flows and performing the usability tests
- Creating/developing design system & designing complex components.
- Creating product maps, and flowcharts. Delivering the features with interactive prototypes.
- Creating an agile working system to increase the productivity of the company while collaborating with all the departments.
- Setting up / improving companies' research process from scratch and creating a data flow between the departments.

### 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.

Currently, I have been working on creating UX/UI solutions for Commspoint products, developing design systems, as well as creating a new agile working process for the UX/DEV/PO departments to increase productivity and implement the UX research process into our agile process.

I am currently working with all departments on how our tool's analytical data can be used more effectively. In addition to all these responsibilities, I'm involving different 1-1 interviews with clients and also collecting feedback from our end users via different surveys.

#### 2020 - 2022 | ValueBlue BV | Utrecht - The Netherlands Senior UX / UI Designer

I was responsible for the development of the BlueDolphin software product 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.

During my first months, I also learned ArchiMate® modeling language to design the tool and ensure that my solutions were more accurate.

While developing the BlueDolphin product, I used UX methods such as user research, the SUS tests, 1-1 interviews, CX reports, and other survey methods.

*(Please visit my website to see the recommendation letter)*

#### 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 games, and Apple TV designs in Acunmedya.

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

One of my ideas "the yellow room" (known as "the red room" in the Netherlands) made a 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 for my various projects.

I helped my company to get sponsorship contracts from Vodafone, Samsung, Fanta, Turkcell, etc.

### Tools & Technologies

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

### Working Style & Knowledges

Agile (Scrum & Kanban)  
CSS / HTML  
Bootstrap  
Javascript (Editing)  
Responsive Design  
Seo & Amp Page Compatible Designs  
VR UI Design  
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 - Boğaziçi 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 UI / UX Designer**

I was responsible for designing **Vatan newspaper** & our additional **magazines' websites** and creating some **printed magazine layouts**, besides designing & **programming promotion 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 Erasmus programs/summer Schools which are 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.

## Work & Residence Permit

Yes / without any restrictions (Permanent)

## Portfolio

Please visit my website [www.tarcan.net](http://www.tarcan.net) for a detailed portfolio & job experiences.