Accomplished Senior UX/UI – Product Designer with extensive experience in developing user-centered solutions across complex software tools, SaaS platforms, and mobile applications.

Proven track record in leveraging design thinking methodologies to drive significant revenue growth through innovative digital solutions.

Specialized in conducting comprehensive user research, creating user research / data flow processes for companies from scratch, developing robust design systems, and implementing agile methodologies to enhance product development workflows.

# AREAS OF EXPERTISE

* User Experience (UX) Design
* User Interface (UI) Design
* User Research & Testing
* Design Systems Development
* Mobile App Design
* Enterprise Software Design
* Data Visualization
* Prototyping & Wireframing
* Agile Methodology

# PROFESSIONAL EXPERIENCE

**Nielsen Media Research** | Rotterdam, Netherlands Lead Senior UX/UI Designer

## 2022 - 2025

Lead senior UX/UI designer for Commspoint products, helping brands and agencies optimize their communication channel mix through data-driven insights.

* Conducted extensive user research to validate design solutions, resulting in measurable improvements in user engagement and satisfaction.
* Led qualitative and quantitative UX research initiatives, including user interviews and usability testing for new feature development.
* Developed and implemented a comprehensive design system to ensure consistency across all Commspoint products while improving development efficiency.
* Established structured user feedback channels and data flow processes, resulting in more informed design decisions and improved user satisfaction.
* Successfully integrated Agile methodologies tailored to UX team needs, enhancing cross-functional collaboration and delivery timelines.

**Valueblue BV** | Utrecht, Netherlands Senior UX/UI Designer

## 2020 - 2022

Spearheaded UX/UI design for BlueDolphin, an Enterprise SaaS platform enabling business transformation and process management.

* Mastered ArchiMate® modeling language to ensure technically accurate and user-friendly design solutions.
* Implemented systematic user research methodology including SUS tests, one-on-one interviews, and CX reports.
* Developed and executed comprehensive usability testing programs, resulting in significant improvements in user satisfaction scores.
* Created data-driven design solutions that helped retain at-risk customers through targeted UX improvements.

**Acunmedya Int. Production Company & TV8** | Istanbul, Türkiye UI/UX Designer - Art Director

## 2011 - 2019

UI/UX initiatives for e-commerce, entertainment platforms, and mobile applications while driving creative formats for television programming.

* Conceptualized and developed a mobile application garnering over 4M downloads and generating $1.5M+ annual revenue.
* Developed cross-platform design solutions spanning iOS, Android, and Apple TV platforms.
* Created innovative interactive features for major TV shows including The Voice, Got Talent, and Survivor.
* Secured significant sponsorship contracts with major brands including Vodafone, Samsung, and Fanta through compelling digital experiences.

# EDUCATION SCHOLARSHIPS

**Kadir Has University** | Istanbul, Türkiye

**Visual Communication Design**

*Graduated 1st in Department, 3rd in Faculty*

**Bogazici University** | Istanbul, Türkiye **Computer Programming & System Analysis** *Graduated 3rd in Department*

**Montana State University** | 100% **Purdue University** | 100% **Coventry University** | 20%

# TECHNICAL SKILLS

**Design Tools:** Figma, Sketch, Axure, Adobe XD, InVision, Illustrator, Photoshop, Premier Pro, After Effects, Dreamweaver

**Technologies:** HTML/CSS, JavaScript (Editing), ArchiMate® 3.1, Virtual Reality UI Design

**Methodologies:** Lean UX, Design Thinking, Agile/Scrum, Kanban, WCAG 2.0

# LICENSES & CERTIFICATIONS

* AI for Designers *(Interaction Design Foundation)*
* Design for Augmented & Virtual Reality *(Interaction Design Foundation)*
* Design for the 21st Century with Don Norman *(Interaction Design Foundation)*
* Conducting Usability Testing *(Interaction Design Foundation)*

# WORK & RESIDENCE PERMIT

**Type V** / Without any restrictions / Long-term EU resident