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An established UX/UI designer with over 6 years of professional experience within end-to-end product design initiatives across diverse industries, including Technology (4 years), Industrial (1 year), Automotive (1 year), and Pharmaceuticals (1 year), delivering innovative solutions for top FTSE 250 companies and SMEs. Looking for my next role, the elevation of my UX/UI design expertise, specifically in the realm of UX research, and the ongoing refinement of my AI program are sought to be pursued, contributing to the development of cutting-edge solutions within a vibrant and forward-thinking environment.

WORK EXPERIENCE

Imperial Bioscience Pharmaceuticals, Chiswick, London W4

Product Designer

Dec 2022 – Present

- Led the overhaul efforts, resulting in a 450% surge in customer database records and a 39% enhancement in perceived information accessibility with the updated "Luna Microcare" website.
- Boosted the average time spent on the mobile version of the "Luna Microcare" website by 48%.
- Achieved a 90% surge in sales within the first 180 days after the rebranding.

ULACQ B2C Industrial Software, Istanbul

Founder

May 2021 – Nov 2022

- Directed and supervised 10 product design projects, including Metrik Website (27% enrollment boost, 0.7 sec load time, 330% visitor count surge) and Quality Checklist App (22-min check process, 75% less paperwork, 12% QR code utilization), and Expansion Joint Calculation App (60% faster calculations, 95% reduced error rates, 90% minimized data loss and production issues, 52% increased data recording rate) elevating customer satisfaction scores by an average of 20%.
- Enhanced company profits by 15% through pioneering growth strategies.
- Executed user-centred design principles across all initiatives, resulting in a 20% surge in user satisfaction.

KOBI360 B2C Software Provider, Istanbul

UX/UI Designer

Jan 2018 – Apr 2021

- Initiated and developed the 'KOBI360 CRM' web and mobile application, seamlessly integrating it with five companies within a 24-month contract.

Elma Catering, Istanbul

Frontend Developer

Aug 2017 – Dec 2017

- Orchestrated the development of the 'memnunmu.com' B2B and B2C application at Elma Catering.
- Conducted user research with 4,200 users, analyzed eight significant competitors, and implemented product changes across 25 Elma Catering organizations.
- Improved the user interface design through kiosk interaction studies and usability tests, which led to a 32% increase in customer feedback.

Volkswagen HQ, Turkey

Post Sales Department

Jul 2012 – Jul 2013

- Played a pivotal role in developing the first-ever barcode post-sale system for specialized equipment, significantly enhancing the tracking and management of such items.
- Successfully transitioned the project from Excel macros to a software-based solution during implementation, optimizing efficiency and accuracy in the tracking and management process.

EDUCATION

Industrial & Computer Engineering / BACHELOR'S DEGREE / Okan University Istanbul

2010-2015

SKILLS

UX & Research: UX Research, User Experience Design (UED), User-centred Design, Interaction Design, Wireframing, Usability Testing, User Interface Design, User Research, Experience Strategy, Information Architecture, Design Accessibility, User interviews, Surveys, Task Analysis, User Journeys

Design & Prototyping: Adobe Creative Suite (7 Years), Figma (5 Years), Adobe XD(5 Years), Maze, Webflow, Sketch, Lucidchart, InVision, Zeplin, Miro, Meta Spark Studio, Typography

Development: HTML5/CSS(7 Years), TensorFlow, React

Tools: Mailchimp, Monday, Slack, HubSpot, Notion

EXTRACURRICULAR ACTIVITY

Photography: Actively pursued architectural photography, specializing in capturing unique images of structures. Contributed to Unsplash, showcasing expertise and earning recognition, including the "Featured in Editorial" award. <https://unsplash.com/@saidyigitcamlica>

Association Leadership: Founded and served on the board of directors of the SME Consultants Association of Turkey, an organization dedicated to certified project management professionals. Shaped strategic decisions and fostered significant organizational growth.

Tech Community Involvement: Actively contributed as a writer in the Medium Bootcamp community, generating weekly articles on professional insights and current technology trends. <https://medium.com/@saidyigitcamlica>

Support for Women Entrepreneurs: Volunteered with the Women Entrepreneurs Support Association in Eastern Anatolia, providing valuable assistance to women seeking to establish e-commerce and social media ventures.