



## PROFESSIONAL SUMMARY

*Results-driven UI/UX design professional with career-long record of product design, product development, creative problem solving, and project management success for leading organizations*

Proven talent for aligning business strategy and objectives with established design development and operations management paradigms to achieve maximum operational impacts. Growth-focused thought leader with expertise spanning operations optimization, client and vendor relationship management, performance assessment, cross-functional team leadership and participation, product design, visual design, product development, strategic planning, A/B testing, conducting users research, team management, technology implementation, data management, data analysis, requirement gathering, creative direction, UX process management, UI development, and technology solutions. Exceptionally dedicated professional with keen interpersonal, communication, and organizational skills, as well as design thinking, problem-solving, and problem analysis and resolution expertise.

## PROFESSIONAL EXPERIENCE

RAKUTEN DEUTSCHLAND GMBH., BAMBERG, DECEMBER 2019 TO PRESENT

### SENIOR UX DESIGNER (FULL-TIME)

- Oversee product development and UI / UX designs for several projects; projects included serving on a team working on shopping cart, checkout, and thank you page.
- Carries out competitor analysis and user behavior analysis on the Rakuten Marketplace
- Operate on various projects, including marketplace, PDP, shopping cart, checkout, thank you page, customer account, and merchant admin voucher projects.
- Aids in the creation of an atomic-design-system for Rakuten Marketplace and Rakuten Merchant Backend.
- Responsible for converting user interface designs into reusable component libraries.
- In a swift development process, responsible of cooperating directly with front-end and back-end via the assistance of tools such as Zeplin, InVision, Jira, and Confluence.
- Responsible of ensuring the visibility, transparency, and clarity of the outcomes for the entire team and paving the way for Scrum Team's next step.
- Undertakes development and implementation of usability test and A/B test via Contentsquare, Adobe Analytics, Domo, Kibana and Dynamic Yield
- Required to work with -my manager- the Head of Product Management and UX/UI closely to aid product road mapping in order to distinctly formulate business goals and subsequent strategies.
- The primary purpose is to function as a small product group to create and develop new features from scratch that can turn into research, wireframes, designs, prototypes, and testing before becoming live projects.
- Analyze metrics data to identifying opportunities to challenge and refine our platform.
- Actively collaborating with cross-functional teams, including legal, content, marketing, BI, and developers in an agile environment.
- Upon request or when necessary, responsible of facilitating design workshops for the product teams.

JOTFORM INC., SAN FRANCISCO, MAY 2018 TO AUGUST 2019

### SENIOR UI/UX DESIGNER, TEAM LEAD (FULL-TIME)

- Oversee product development and UI/UX designs for a number of projects; projects included serving on a team working on a PDF Editor; after four months, joined an additional team working on a spreadsheet project, which was then separated into two projects: a spreadsheet project and an inbox project.
- Served as part of one of the company's product teams.
- Operate on a variety of projects, including PDF Editor, Mobile, Spreadsheet, and Inbox projects.
- Main purpose is to function like a small startup in the company with the ability to create and develop new features from scratch that can turn into wireframes and prototypes, before becoming live projects.
- Closely collaborated with the rest of my team in the creation, development, and upgrading of an inspection app that people can utilize both online and offline; delivered inspection features to users; turned these features into and app that users can work with both online and offline.

- During hack weeks, cooperate with my team to create and develop an idea and turn it into a live project using Jotform's database and features.
- Through the course of my operations, I affect more than 5.1 million users' usability in a positive and effective manner.

SINAPS INC., ISTANBUL, JUNE 2015 TO FEBRUARY 2018

**HEAD OF DESIGN (FULL-TIME)**

*Project: Anlatsin.com*

- Administered project development, UI/UX design, and video production tasks for the company.
- The initial project, unversitelianlatsin.com, was expanding and transforming to anlatsin.com, which addressed a broader audience. This expansion meant that companies were beginning to join for PR purposes.
- Conducted extensive assessments into general user behaviors and shifted my focus to visual over written content; research results showed that 70% of students and users did not want to read written content but rather they wanted to consume video content where they simply listen and move on.
- As the project developed further, a number of multinational corporations joined, such as Unilever, Vodafone, Microsoft, Nestle, and Garanti Bank.
- Utilized Google Analytics, Google Trends, and HR Manager in the course of my operations.
- With 70% of visitors to the website being newcomers, my primary goal was to enhance and increase the numbers of visitors to the site, as well as ensuring that all visitors spent more time on the site.
- Charted the development of prototypes with the data obtained from Google Analytics, established a wireframe, and transformed it into a design. Upon completion of the mockup stage, the design was examined by university students and companies via A/B testing, before the final product surfaced.
- With the company being a startup, I had to operate in a fast-paced environment, taking on a number of different tasks at any one time.
- Through effective operations, successfully increased the number of clients to more than 60, domestic and foreign, in the space of 2 years.
- Evaluated and identified solutions for clients' needs; support companies in defining brand awareness, and in finding employees and interns via career fairs at universities etc; centered efforts on how we can improve the latter points through key content creation.
- Provided the product as a mobile app on top of the website version.
- Efforts led to an increase in visitors from 12K to 20K in three months and the length of time each visitor spent on the site, as well as the number of clicks to the website, were also increased due to the new design.

VARIOUS, ANKARA, 2004 TO PRESENT

**FREELANCE**

- Created and developed my very first website in 2004. Upon completion of this website, I decided to pursue a career in graphic design.
- Since 2004, I have collaborated with various clients and customers in a number of areas, including:
- Web and Graphic design, UI/UX design, book cover design, logo design, packaging, branding and re-branding, personal and corporate social media planning and management, fashion and corporate photo shoots, video shoots, production, music videos, editing, 3D modelling and motion graphics

IUGO TECHNOLOGIES, ISTANBUL, OCTOBER TO DECEMBER 2015

**UI/UX DESIGNER (PROJECT BASED)**

- Administered the design and development of the dashboard and mobile application.
- The company had developed a product that would minimize the risk of accidents and increase security analysis, fuel-efficiency, and operational efficiency by altering driver behaviors.
- Joined this project to assist in the retrieval of data from the product prototype and converting it into software.
- Oversaw the creation of an easy-to-access dashboard that users could use to allow them to track their vehicles through desktops, tablets, or mobiles.
- Played a key role in operating on an application designed to track and monitor users' behavior and note any changes in users' behavior when driving in inclement or difficult conditions.
- Operated in a pivotal capacity in the development of an environmentally friendly product that assisted users and allowed them to develop knowledge of instant changes and past behaviors of drivers.
- The success of the project led to investments from companies like IBM and Shell.
- Received commendation from senior management on my operations, with Iugo founder Evren Ozatay calling me "a great UX designer with creative work."

UTOPYA GRAPHICS, ANKARA, NOVEMBER 2014 TO SEPTEMBER 2015

**UI/UX DESIGNER & ART DIRECTOR (FULL-TIME)**

- Hired by Utopya to design and develop interfaces and graphics for the firm's clients in the private sector, defense industry, and various government institutions.
- Served as the Art Director, evaluating and administering the operations of graphics designers to enhance overall creativity and productivity.
- Over the course of my operations with the company, I established more than 10 websites and directed the preparation of more than a hundred online and print visuals.
- Orchestrated the management of the production for the company.
- Executed an expansion of the customer portfolio, increasing the company's profits and number of customers.
- Administered and directed a number of projects concurrently, operating in an effective manner under pressure and time constraints.
- Developed my leadership skills through effective management of a team, learning more every day.

BTG INFORMATION AND TECHNOLOGY, INC., ANKARA, NOVEMBER TO DECEMBER 2014

**UI/UX DESIGNER (PROJECT-BASED)**

- Joined BTG Information and Technology as a project-based short-term UI/UX designer in November 2014.
- Tasked with overseeing the preparation of prototypes and the design of the wireframe and interface of an online management system for a foreign public institution.
- Charted the production of a user-friendly design that provided the user with the ability to easily manage large amounts of data.
- Successfully submitted the design that could be used by all employees in the country after operating under significant time constraints and with a limited amount of data.

SINAPS, INC., ANKARA, DECEMBER 2012 TO NOVEMBER 2013

**UI/UX DESIGNER (FULL-TIME)**

- Operated on a project where the objective was to create a platform in which university students and employers could come together and communicate. Employers could find their future employees and students would be able to gain experience before graduation.
- The project had a vast amount of potential and received significant funding during the development stage. However, the project was too large in scope, the parameters were too wide, and the expectation was too high. All of these factors culminated in the failure of the project.
- The failure of the project gave rise to another project called universitelianlatsin.com, where university students could share their experiences to help university candidates.
- This new website became very successful, with over 200K visitors a day.
- In 2015, I rejoined SINAPS and operated on the further development of this new project.

CSI INTERNATIONAL SERVICES AND CONSULTANCY, ANKARA, NOVEMBER 2012 TO MAY 2013

**UI/UX DESIGNER & GRAPHIC DESIGNER (PART-TIME)**

- Administered the preparation of interfaces for clients from the private sector and government entities.
- Upon approval, I conducted graphic design, 3D modeling, and the execution of a variety of projects; projects included government projects where we delivered design for their organizations with a 3D projection.
- Charted the creation, development, and performance of presentations for clients.
- Played a pivotal role in creative work and client relations for the company. Formulated and nurtured key client relationships to allow for long-term company success.
- Developed experience in time-management, problem-solving, project preparation, and in presenting to clients.
- Collaborated closely with clients to develop an understanding of their needs and requirements in each project.

VIETNAM ADVERTISING AGENCY, ISTANBUL, JUNE TO AUGUST 2012

**ART DIRECTOR (INTERNSHIP)**

- Oversaw packaging design, graphic design, and 3D modeling as my primary tasks as Art Director.
- Closely cooperated with large companies in Turkey over the course of my time in the role.
- Obtained an in-depth understanding of client and user-oriented posthaste problem-solving.
- Developed experience and skills in operating as a part of a wider team.

- Partnered with the creative director and agency president over the course of my operations; recognized for being a particularly adept intern, and allowed to work closely with the creative director and agency president on bigger projects; also entrusted with visiting clients with upper management.
- The company was impressed by my meticulous work and eagerness to learn. Upon completion of my internship, I continued to work for the agency as a freelancer.

UJR PRODUCTIONS – CEM ADRIAN (MUSICIAN), ANKARA, SEPTEMBER 2008 TO SEPTEMBER 2011

### WEB & SOCIAL MEDIA MANAGER/PHOTOGRAPHER (FULL-TIME)

- Charged with overseeing the design, content management, and programming (HTML/CSS) of the artist's website; updated and enhanced the entire website; created social media channels.
- With the growth of social media usage in Turkey, I established and administered accounts on various social media websites.
- During this time, social media was an uncharted and underutilized territory for the Turkish PR market. Utilized this opportunity to our advantage through the creation and maintenance of social media accounts which were targeted at the younger population.
- Oversaw the development of the social media accounts to bring fans together, to enhance public relations, and to increase awareness of the artist.
- Efforts resulted in the Facebook account hitting 800K followers only 18 months after setting it up.
- Directed the photography efforts for the artist, taking photos and shooting videos of concerts, as well as taking PR photographs to drive artist awareness throughout Turkey.
- Garnered expertise in communication skills, social media management skills, and creativity. It also allowed me to define and develop a greater understanding of my future career trajectory.

## EDUCATION AND CREDENTIALS

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

*Anadolu University, Eskisehir, Turkey*

BACHELOR OF FINE ARTS (B.F.A.) IN GRAPHIC DESIGN

*Bilkent University, Ankara, Turkey*

*Overall GPA: 3.39/4.0; 80% Scholarship; 4 Honor and 4 High Honor Certificates between 2009 to 2013*

## TECHNICAL EXPERTISE

- **Expert:**
  - Sketch, Figma, Adobe Creative Suite
  - Wireframe, Prototype, Interaction
  - Invision, Marvel, Zeplin
  - User Research, User Flow, Mindmap
  - HTML / CSS
- **Basic:**
  - JavaScript
- **Advanced:**
  - Framer, After Effects
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## ADDITIONAL INFORMATION

**Languages:** English, Turkish (bilingual)

**Website:** fatihsenturk.com

**Interests:** Swimming, skiing, gaming, travelling, photographing, video shooting, writing, illustration, creating music