Resume - UX UI Designer in Turkey Istanbul

# Resumé

## Personal Information

**Name:** Ayşe Yılmaz  
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**Location:** Istanbul, Turkey

## Career Objective

A dedicated and creative UX/UI Designer with a strong focus on user-centric solutions. Aiming to contribute expertise in designing intuitive digital experiences for companies in Turkey Istanbul, where the tech industry is rapidly evolving. Committed to blending aesthetic creativity with functional usability to meet the unique needs of Turkish users and businesses.

## Professional Summary

As a UX UI Designer based in Turkey Istanbul, I specialize in creating seamless digital experiences that align with the cultural and technological landscape of the region. With over 5 years of experience in designing interfaces for web and mobile applications, I have worked closely with startups and established companies across sectors such as e-commerce, fintech, and SaaS. My work emphasizes accessibility, performance optimization, and a deep understanding of user behavior in both local and global markets.

## Professional Experience

### UX/UI Designer

**SayfaBilgi Teknolojileri**, Istanbul, Turkey  
March 2020 – Present

* Designed and prototyped user interfaces for a suite of enterprise SaaS products used by over 1,000+ businesses in Turkey Istanbul.
* Conducted user research and usability testing to refine onboarding processes, reducing user drop-off by 35%.
* Collaborated with cross-functional teams (product managers, developers) to ensure design alignment with technical feasibility and business goals.
* Created a visual design system that improved brand consistency across platforms, adopted by 12+ internal teams.

### Freelance UX Designer

**Self-Employed**, Istanbul, Turkey  
January 2018 – February 2020

* Provided end-to-end design solutions for e-commerce platforms targeting Turkish consumers, increasing user engagement by 40%.
* Developed wireframes and interactive prototypes using Figma and Sketch for clients in sectors including travel, education, and healthcare.
* Worked with local startups to optimize their digital products for mobile-first audiences in Istanbul’s competitive market.

### Internship - UI Designer

**NovaSoft Solutions**, Istanbul, Turkey  
June 2017 – December 2017

* Assisted in redesigning a mobile banking application for a major Turkish bank, improving navigation and reducing user support queries by 25%.
* Created responsive layouts for web portals, ensuring compatibility with both desktop and mobile devices in Turkey’s diverse tech environment.

## Education

### Bachelor of Science in Graphic Design

**Istanbul Bilgi University**, Istanbul, Turkey  
Graduated: June 2017

## Skills

* **Design Tools:** Figma, Adobe XD, Sketch, InVision
* **User Research:** Interviews, Surveys, Heuristic Evaluation
* **Cross-Platform Design:** Web (React.js), iOS (Swift), Android (Kotlin)
* **UX Methodologies:** User Personas, Journey Mapping, A/B Testing
* **Languages:** Turkish (native), English (fluent)

## Projects

### Turkish E-Commerce Platform Redesign

**Client:** MarketGo, Istanbul, Turkey  
**Description:** Redesigned the checkout process and product search interface for a leading Turkish e-commerce platform. Implemented personalized recommendations based on user behavior, resulting in a 22% increase in conversion rates.

### Mobile Banking Application

**Client:** Ziraat Bankası, Istanbul, Turkey  
**Description:** Designed a mobile-first interface for the bank’s app, focusing on security and simplicity. The redesign reduced transaction errors by 18% and improved user satisfaction scores.

### SaaS Onboarding Experience

**Client:** SayfaBilgi Teknolojileri  
**Description:** Created an interactive onboarding flow for a SaaS product, integrating multimedia tutorials and tooltips. The solution cut the time to first value by 50% for new users.

## Additional Information

* Member of the Istanbul UX Design Community, actively participating in local meetups and workshops.
* Published articles on UX trends in Turkish tech blogs, focusing on user behavior in Turkey Istanbul.
* Familiar with ISO 9241 standards for usability and accessibility.

## References

Available upon request. Previous employers and clients in Turkey Istanbul can be contacted for further details.