ECENUR BACAKSIZLAR
Senior UX/UI Designer · Strategist

KEY PROJECTS

Professional

- `telecom` **Turkcell, Maya** - B2B platform for staff to access customer data and more (live)
- `e-commerce` **LC Waikiki,** Mobile app, websites, kiosks, design system (live)
- `healthcare` **Tekhnelogos,** GalenClinic Telemedicine - Mobile app
- `finance` **TEB, CEPTETEB,** Business & Private Banking - Web and mobile apps (live)
- `gamification` **Akbank,** Gamified internal tool for the bank's employees - Mobile app (live)
- `insurance` **MetLife,** Mobile app and websites (live)

Theses

- `storytelling` `accessibility` **urStory (M.Sc - 2023),** Tool to connect generations - Mobile App
- `healthcare` `sustainability` **U-Med (M.Sc - 2022),** Concept to reduce waste - Mobile App, RVMs

EXPERIENCE

Senior UX/UI Designer
Turkcell Group Company: Atmosware, Türkiye - Remote (Sep 2024 - Present)
Collaborating with different teams to create coherent omnichannel products that enable employees to provide seamless support across various channels (e.g., call center, back-office and branches).

Design Consultant
Freelance (Oct 2023 - Sep 2024)
Worked on digital product development across sectors like healthcare and manufacturing.

UX/UI Design Tutor
ReDI School of Digital Integration Malmö, Sweden (Sep 2022 - Jun 2024)
Tutored in-person design courses and workshops, prepped curriculum and mentored students.

UX/UI Researcher & Designer
ASK Consultancy, United Kingdom - Remote (Sep 2021 - Jan 2023)
Shifted to part-time remote support at Foreign Team at LC Waikiki during my master's. Initiated a design system by involving developers and designers. Improved checkout and post-checkout flows, leading to improvements in conversion rates and decrease in cart abandonments.

Customer Experience Specialist
LC Waikiki, Türkiye (Oct 2020 - Aug 2021)
Provided CX and UX/UI design services in retail as a member of a newly established CX Management Team. Guided junior members, introduced new ideas, connected business units and improved design maturity to create user-centred products. Led workshops to enhance digital processes. Optimised return and order flows, navigation, product listing, filtering, personalisation, and more, resulting in improved engagement, task completion, and customer effort scores.

UX Designer
I-AM Istanbul, Türkiye (Nov 2018 - Oct 2020)
Provided design and research services from early stages till release, facilitated discovery and strategy workshops with sectors including healthcare and fintech to develop new concepts.
Key Clients: Tekhnelogos, Turkish Economy Bank, MetLife (Gulf Region).

EDUCATION

M.Sc of Interaction Design, Malmö University, Sweden (Aug 2021 - Jun 2023)
Focused on human-computer interactions, participatory design, circular design and research.

B.Sc of Product Design, Istanbul Technical University, Türkiye (Sep 2013 - Aug 2017)
Industrial Product Design program with integrated internships and Erasmus semester in Italy.

AWARDS & CERTIFICATES

Accessibility: How to Design for All Certification, Issued by IDF (Oct, 2023)
Distinction: Top 10% Course Taker. WCAG compliance and accessibility testing.

Leapfrogs Scholarship, Issued by Lund University (June, 2023)
Awarded for developing an innovative sustainable healthcare concept, U-Med (M.Sc Thesis, 2022).

Carte D'or Packaging Design Competition, Issued by Unilever (2018)
Ranked 2nd with a concept focusing on ice-cream sharing.

CONTACT

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KNOWLEDGE & TOOLS

Qualitative user research
Quantitative user research
End-to-end UX/UI and CX design
Problem solving
Design thinking
Business strategy development
UX strategy
Stakeholder engagement
Inclusive design
Accessibility (WCAG)
Workshop facilitation
Usability testing & A/B testing
Agile principles and workflow
Mentoring / Teaching

Figma   Sketch   Miro

Maze   Visio   Zeplin

Optimal Workshop   Arduino   Python

Illustrator   Photoshop   InDesign

Jira

LANGUAGES

Turkish (Native)
English (Fluent)
Swedish (Conversational)
Italian (Beginner)

References will be shared upon request.