ECENUR BACAKSIZLAR
UX/UI · Product Designer

PROJECTS

CONTACT
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İstanbul, Türkiye

Professional

- `e-commerce` **LC Waikiki,** Mobile App, Websites, Kiosks, Design System (live)
- `healthcare` **Tekhnelogos,** GalenClinic: Telemedicine - Mobile App
- `finance` **TEB, CEPTETEB,** Business & Private Banking, Web & Mobile Apps (live)
- `finance` **Turk Telekom,** Pokus: Digital Wallet - Mobile App, Design System (live)
- `gamification` **Akbank,** Gamified internal tool for the bank's employees - Mobile App (live)
- `insurance` **MetLife,** Mobile App, Website (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

Design Consultant
Freelance (Oct 2023 - Present)
Consulting on digital and physical product development across sectors. Engaging in the U-Med startup projects with a scholarship, collaborating with stakeholders in healthcare for realisation.

UX/UI Design Tutor
ReDI School of Digital Integration, Sweden (Sep 2022 - Jun 2024)
Tutoring design and research courses, preparing curriculum and mentoring students voluntarily.

UX/UI Researcher & Designer
ASK Consultancy, United Kingdom (Sep 2021 - Jan 2023)
Shifted to part-time remote support 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, UX and UI research and design services in retail, guided junior members and collaborated across business units. Led workshops to enhance digital processes, workflows, optimising return and order flows, navigation, product listing, filtering, personalisation and many more, leading to improvements in engagement, task completion and customer effort scores.

UX Designer
I-AM Istanbul, Türkiye (Nov 2018 - Oct 2020)
Provided B2B/B2C design and research services in various industries, including healthcare, finance, insurance, telecommunication and retail. Made complex design problems tangible in stakeholder and client presentations through visuals and low to high-fidelity prototypes.

EDUCATION

M.Sc of Interaction Design, Malmö University, Sweden (Aug 2021 - Jun 2023)
Focusing 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

Leapfrogs Scholarship, Issued by Lund University (June, 2023)
Awarded for an innovative business 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.

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

100 Days of Code - The Complete Python Pro Bootcamp (Started Dec, 2023)
Tutored by Dr. Angela Yu. Certification will be issued by Udemy.

KNOWLEDGE & TOOLS

- Qualitative user research
- Quantitative user research
- End-to-end UX/UI design
- Strategy development
- Stakeholder engagement
- Inclusive design
- Accessibility (WCAG)
- Design systems
- Workshop facilitation
- Usability testing & A/B testing
- Agile Workflow
- Mentoring / Teaching

Figma · Sketch · Miro

Maze · Visio · Zeplin

Optimal Workshop · Arduino · Python

Illustrator · Photoshop · InDesign

LANGUAGES
Turkish (Native)

English (Fluent)

Swedish (Conversational)

Italian (Beginner)

References will be shared upon request.