Deniz ECEMIS OZBILEN | Digital Product Designer

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SUMMARY

Bringing a unique blend of over 3 years of digital product design and more than 10 years in architectural design, I offer a distinct perspective on user experience design. This diverse background enriches my ability to craft innovative and user-centric digital products. My passion lies in harmonizing creativity with functionality to deliver top-notch, engaging, and intuitive designs that not only meet user needs but also surpass client expectations.

SKILLS

Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign) | **Prototyping & Wireframing:** Figma, Adobe XD, Sketch | **Development:** HTML, CSS, JavaScript (Basic understanding) | **Research & Analysis:** Surveys, interviews, usability testing | **Other:** Accessibility, user-centered responsive design, digital illustration, typography, branding & identity design, color theory, image editing, logo design, poster/banner/flyer design, social media graphics

WORK EXPERIENCE

Digital Product Designer | *Jan 2024 - Mar 2024*

Ismail Seker Photography (www.drismailseker.com) | *Davis, CA*
- Collaborated with client 3 times to understand their preferences and requirements, ensuring 100% satisfaction.
- Paper and digital wireframing, UX analysis (flows), low- and high-fidelity prototyping, responsive design, and SEO, resulting in a 30% increase in website traffic.
- Enhanced loading speed for image-heavy content by optimizing assets and streamlined the user interface; improved page load times by 60% and user engagement by 25%.

Co-Founder & Digital Product Designer | *Jul 2021 - Jan 2024*

Storie Design (www.storiedesign.com) | *Worldwide*
- Conducted 25 interviews, paper and digital wireframing, low- and high-fidelity prototyping, and iterating on designs.
- Conducted target market research to discover customer needs and analyze competitor trends.
- Developed over 50 marketing materials and campaigns, boosting client brand awareness by 30%.
- Enhanced platform accessibility by integrating WCAG guidelines; achieved a 40% increase in compliance and improved user experience for individuals with disabilities.
- Delivered high-quality designs under tight deadlines, effectively managing multiple projects simultaneously, which led to a 20% reduction in client project turnaround times.
- Enhanced user experience by implementing intuitive navigation and engaging visual designs for digital products.
- Implemented responsive web designs ensuring seamless functionality across various devices, which resulted in a 30% improvement in client mobile user satisfaction.

Digital Product Designer | *Jul 2023 - Oct 2023*

Entera Medical (www.enteramedical.com) | *London, UK*
- Offered a user-friendly and easy-to-use interface where clients could seamlessly communicate with the distributor, resulting in a 50% increase in client-distributor communication efficiency.
- Paper and digital wireframing, UX flows, low- and high-fidelity prototyping, iterating on the UI, and SEO on Wix, leading to a 30% increase in client website traffic.
- Designed banners and flyers of the brand for printing and exhibiting at a medical fair in London, UK.

E-Designer & Illustrator | *Feb 2020 - Jun 2023*

Flamingio (instagram.com/flamingiocom) | *Istanbul, TURKEY*
- Developing over 20 projects by working with more clients with varying style expectations, needs, and budget limitations, resulting in a 35% increase in client satisfaction.
- Illustrated over 100 inspiration and mood boards and plans with digital shopping lists that are visually easy to communicate with clients with any background.
- Boosted customer satisfaction levels by 40% through regular feedback sessions and iterative improvements.

EDUCATION

Professional Certificate in UX Design | *May 2023*

→ **To the certificate** | *Google*
- Conducting UX research, building wireframes and low-fidelity prototypes, creating high-fidelity designs and prototypes in Figma, building dynamic UI, defining user pain points, usability studies, using visual design principles

MA of History of Architecture | *Jul 2019*

Middle East Technical University | *Ankara, TURKEY*

Bachelor of Architecture | *Feb 2014*

Middle East Technical University | *Ankara, TURKEY*