



CANSU KAYA
Experience Designer, MBA

www.cansukaya.me • hello@cansukaya.me • +905368752835

As a story maker, my aim is to enhance people's lives by learning from their stories and designing meaningful, enjoyable and dynamic products and services for them.

WORK EXPERIENCE

Senior Interaction Designer

Sahibinden.com • June 2020 - Present • Istanbul, Turkey

Senior interaction designer responsible from

- Individual related flows in web and mobile web platforms
- Information security related flows

Responsibilities:

- Conducting qualitative and quantitative user research
- Analyzing and reporting user research insights through journey maps, personas and presentations
- Benchmarking and analyzing competitors especially in real estate sector
- Defining logic flows through use cases and usage scenarios
- Designing information architecture, use flows and wireframes
- Prototype testing
- UI design majorly for web and mobile web, and mobile application when necessary

Working with:

C-level executives • Product managers • Data analysts • Sales specialists

Front-end and back-end developers • Growth and marketing specialists

Using:

Sketch for design • Invision for prototypes • Zeplin for the transfer of screens to development

Google Analytics for quantitative reporting • Hotjar for quantitative reporting and research

JIRA and Trello for organizing and keeping track of current tasks and backlog

UX Tutor

Career Foundry • August 2020 - Present • Freelance

UX tutor in “Intro to UX” and “UX Immersion” courses

Responsibilities:

- Guiding UX students coming from different backgrounds
- Evaluating student submissions
- Providing feedback regarding course content
- Highlighting the areas student can improve on, and where they have made the biggest steps forward

UX Designer and UX Researcher

Kariyer.net • May 2018 - June 2020 • Istanbul, Turkey

UX designer and UX researcher responsible from

- B2B platform providing job posting, applicant tracking features and candidate database for employers
- B2B and B2C side of blue collar platform which follows a mobile-first approach to help blue collar candidates connect with employers
- User research planning and execution for all products; job board and job seeking platform, employers platform and blue collar oriented platform and new projects

Responsibilities:

- Conducting qualitative and quantitative user research
- Analyzing and reporting user research insights through journey maps, personas and presentations
- Benchmarking and analyzing competitors for Kariyer.net products
- Defining logic flows through use cases and usage scenarios
- Designing information architecture, use flows and wireframes
- Prototype testing

Working with:

C-level executives

Product managers

Product owners

UI designers

Data analysts

Front-end and back-end developers

Growth and marketing specialists

Customer experience specialists

R&D specialists

Sales specialists

Both B2B and B2C customer solutions specialists

Using:

Sketch for wireframes

Invision for prototypes

Zeplin for the transfer of screens to development

Google Analytics for quantitative reporting

Hotjar for quantitative reporting and research

JIRA for organizing and keeping track of current tasks and backlog

UX Designer and UX Strategist

Userspots • February 2017 - May 2018 • Istanbul, Turkey

UX design and strategy consultant who has taken part in research and design projects with clients from different fields of work as in finance (Türkiye İş Bankası, Fibabanka), automotive (TOFAŞ), entertainment and loyalty (ZUBİZU), innovation (Koç Holding).

Responsibilities:

- User research with end users with in-depth interviews, usability testing, workshops
- Benchmarking and competitive analysis
- Defining logic flows through use cases and usage scenarios
- Designing information architecture, use flows and wireframes
- Concept generation for existing and new digital products
- Prototype testing
- UX strategy roadmapping for clients in terms of prioritization of solution proposals for further development
- Providing theoretical training about UX design and research methodologies within the agency

Working with:

Project managers

UI designers

Growth and marketing specialists

Using:

Sketch for wireframes

Invision for prototypes

OUT-OF-WORK EXPERIENCE

Co-Creator

UX Folks • February 2019 - Present

We are a group of UX designers from different companies who want to be a reason to connect UXers to learn from each other and have fun.

UX Folks is like a user-centered, content-driven Lego bricks. We curate our events with the units already defined, by analyzing audience needs and sparks from the local scene.

Our team includes designers from PwC Deutschland, Delivery Hero, Logicalbond, Akbank, Turkcell, IBM iX and Kariyer.net who have organized impactful events such as OpenIDEO Istanbul Chapter, TED Talks, PechaKucha Nights, Maker Faire and SDN Global Jam before.

We put our experience by thinking beyond "Design Thinking" to build customized open events with global inspirations.

You can keep up with our agenda through our website, our Instagram and LinkedIn pages.

www.uxfolks.co / www.instagram.com/uxfolks / www.linkedin.com/company/ux-folks

Mentor

UX Folks • June 2018 - Present

I am a mentor in workshops facilitated by UX Folks in collaboration with NGOs.

New member onboarding experience in collaboration with TurkishWIN:

We have partnered with Turkish Women's International Network to co-create new member onboarding process of TurkishWIN. As a mentor team of five, we have facilitated a workshop in 3 stages (discovery - definition - ideation) using persona cards, AS-IS journey mapping, priority grid, value framework and MVP grid.

UX Design Volunteer

Patica • December 2017 - April 2018

As a UX design volunteer, I have a chance to work on the digital transformation of Karakutu (www.karakutu.org.tr) through gathering insights from the UX design expert/service design volunteer. I am also transferring UX outcomes and deliverables to a UI design volunteer who wants to improve UX design skills.

The purpose of this process is to provide digital experience for Karakutu while testing Patica's business model which is a human to human guided learning platform. For more please visit <http://patica.org/>

COMPETITIONS

HULT Prize 2017

Second Place at University Finals • Middle East Technical University • Ankara, Turkey

RE(F)CYCLE:

A system design aiming to provide income for refugees through recycling while improving their skills with upcycling related production workshops.

<https://www.facebook.com/odtuarget/videos/597579223759437/>

GBC 2016

Quarter Finalist • Online Submission • Queensland, Australia

Diabetes Management Network System In Collaboration with Glooko:

A system design aiming to connect diabetes patients in rural areas with healthcare professionals

<https://www.youtube.com/watch?v=gmFh90ilyaM>

EDUCATION

Master of Business Administration

Middle East Technical University • September 2015 - September 2017 • Ankara, Turkey

My degree project is about value co-creation process between consumers and a brand through establishment of brand communities and interactions within their dynamic structure. I focused on online communities of a mobile fashion app named "Covet Fashion" hence analyzed the co-creation of value in terms of consumers' perspectives regarding ideal beauty and diversity as well as their impact on the brand's strategies

Bachelor of Industrial Product Design

Middle East Technical University • September 2011 - June 2015 • Ankara, Turkey

My graduation project is an upgradeable knee brace aiming to encourage for a regular exercise habit during and after the post operative phase of ligament injuries, in collaboration with a medical company called MEDEC.

Erasmus Exchange Student in Industrial Design Engineering

Delft University of Technology • February 2014 - July 2014 • Delft, The Netherlands

Projects:

- A cross- media system which aims to provide a platform where users can exchange products, skills and services
- An inclusive playground concept which aims to bring visually impaired and normal sighted children together with gaming experience

International Diploma Program High School Student

TED Ankara College • September 2007 - June 2011 • Ankara, Turkey

IB Program graduation point is 35/42.

SKILLS

Professional Skills

Design thinking • Developing design strategies • Qualitative user research • Quantitative user research
Benchmarking • Competitive analysis • SWOT analysis • Agile methods • Design sprints
Wireframing • Storyboarding • Customer journey mapping • Use case analysis and flow

Prototyping Skills

Low and high fidelity prototyping • Sketch • Invision • JustInMind • Adobe XD
Adobe Illustrator • Adobe Photoshop

Social Skills

Multidisciplinary team player • Team work • Workshop planning and facilitation
Public speaking • Event organization • Design and strategy presentation

Language Skills

Turkish (Native) • English (Advanced) • French (Elementary) • Italian (Elementary)