Aylin Anık
UX Designer

Email: aylinanik@hotmail.com
Portfolio : https://aylinanik.me/
https://www.linkedin.com/in/aylinanik/

Work Experience

Senior UX Designer
Amaris Consulting – Telecommunications Sector
Aug 2021 – Present

Creating, improving and using hi-fidelity wireframes, prototypes, style guides, user flows, and effectively suggest interaction ideas using all of these methods.

- Working with a multidisciplinary team of engineers, designers and researchers to conceptualize and develop solutions to bring AI-enabled experiences to customers.
- Keeping a close eye on the ever-evolving field of AI/ML technologies and bring new ideas for features, workflows and interfaces to the team.
- Leading multiple design projects, on both the product and research side of things.
- Conducting user requirements analysis, conceptual modelling, UX/UI design, and usability testing for multimodal products.
- Designing experience and interfaces using participatory and iterative design techniques, including usability testing, and other forms of discovery.
- Producing user requirements specifications, personas, storyboards, scenarios, flowcharts, design prototypes, and design specifications.
- Creating scalable and iterative design systems.
- Participating in product ideation and conceptual development.
- Working closely with development teams to ensure that design specifications are implemented..
- Producing design specifications, wireframes, storyboards, and motion-based prototypes to show design intent and guide implementation.

UI / UX Designer
EVO Event
Aug 2018 – Aug 2021 (3 years 1 month)

- Delivering high-quality design solutions to client briefs from concept to completion.
- Taking client briefs, running client workshops & design sprints, presenting initial designs to clients.
- Creating and optimising graphics and video content for website and social media platforms
- Staying up-to-date with emerging digital trends and tools, & engaging with the wider digital creative community.

UI / UX Designer
MikiMoka
Aug 2016 – Aug 2018 (2 years 1 month)
- Create low, or high fidelity assets, based on situational requirements.
- Working closely with engineering to understand technical feasibility, as well as to ensure designs are understood and implemented correctly.
- Designing modern, compelling and unique assets across a broad range of the business that enhances overall customer experience including digital, packaging, marketing collateral and banners, motion graphics, as well as corporate identity needs and presentations.

Digital Content Creator
www.icerikbulutu.com
Mar 2015 – Aug 2018 (3 years 6 months) Freelance
- Concept & produce output for paid and owned digital channels
- Creating & producing new content for all social media channels
- Execute against a wider content strategy and brand guidelines
- Working closely with media partners to optimise assets and elevate asset performance

Art Director
Peak Games
Feb 2013 – Apr 2014 (1 year 3 months)
- Create engaging visual designs for product-related marketing campaigns including images, animated motion graphics, and other online advertising media units
- Leading and creating a full marketing suite of assets, including paid media, microsite banners, social media, in-game ads, and custom animated gifs
- Working together with the marketing team to understand what creatives perform better based on the data and brainstorm on the next creative concepts and ideas to be produced
- Transferring key marketing initiatives into high-quality consumer-facing visuals
- Participate in the communication, production & briefing of third-party vendors for visual creation processes
- Analysing small-medium datasets related to marketing creative performances
- Ensuring design and game partner facing requirements are met in adherence with developer guidelines.
- Fulfilling multiple projects requests while simultaneously meeting tight deadlines

Digital Content Producer
Karnaval Media Group
Jul 2011 – Aug 2012 (1 year 2 months)
- Producing, writing and editing content that meets the needs of targeted audiences for the web
- Identifying top trending stories of the day and determine how to maximize for audience
- Editing and publishing stories for both radio and web
- Producing audio/video/photo and text-based stories from wire copy, social media, staff feeds, original reporting, and network feeds
- Taking feeds from the field and develop packages on tight deadlines that might include aggregated news, social media, graphics and photos, and audio
- Optimising content for user experience across digital platforms
- Creating a daily newsletter

IT Project Manager
Markafoni
Mar 2010 – Jul 2011 (1 year 5 months)
- Coordinating and completing projects within the information technology department.
- Setting deadlines, assigning responsibilities, and monitoring and summarising progress of the project.
- Building and maintaining working relationships with team members, vendors, and other departments involved in the projects.
- Preparing reports for upper management regarding status of project.

Interactive Media Specialist
Canwest
Mar 2008 – Sep 2010 (2 years 7 months)
- Creating and curating digital content.
- Researching, collecting, and analysing content consumption data, subscription data, social media, and the relationships between them, in order to help grow content consumption and subscription revenue.
- Assisting the editorial and advertising teams with digital products that sales personnel can effectively sell.

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Education

University of Lisbon - *Interaction Design (to be started in 2022 - Master)*

Istanbul University - *Film/Cinema/Video Studies (2017 -* **Bachelor** *)*

Anadolu University - *Photographer and Camera Operations (2013 - Associate)*

London Williams College - *Diploma in Graphic Design (2007)*

Licenses & Certifications

- Google UX Design Professional Certificate
- User Experience: The Beginner's Guide – Interaction Design Foundation
- UX Management: Strategy and Tactics – Interaction Design Foundation
- User Research – Methods and Best Practices – Interaction Design Foundation
- Accessibility: How to Design for All – Interaction Design Foundation
- Entrepreneurship 101 – MaRS Discovery District
- Startup School Online – Y Combinator
- Drawing Nature, Science and Culture: Natural History Illustration 101 – edX Design Thinking: The Beginner's Guide – The Interaction Design Foundation

Skills

Adobe Illustrator • Adobe Photoshop • Adobe Premiere Pro • Adobe After Effects •
Adobe XD • Adobe InDesign • Final Cut Pro X • Sketch • Figma • InVision Studio