# **ELIF YARDIMCI**

# Digital Product Designer

#### **EDUCATION**

## **Kadir Has University**

Visual Communication Design 2013- 2018

#### **SKILLS**

#### Design

Experience Design

Interaction Design

Interface Design

Visual Design

Game Design

Wireframing

Print Design

#### **Tools**

Sketch

Adobe XD

Invision

MarvelApp

Principle

Zeplin

Photoshop

Illustrator

InDesign

After Effects

Buildbox

#### **EXPERIENCE**

# CicekSepeti.com / Lolaflora.com | UI&UX Designer

Oct'20 - Present

#### **Online Brothers** Remote Digital Product Designer

Rotterdam, Jun'20 - Sep'20

# **iLab Ventures** | Digital Product Designer

Istanbul, Mar '19 - Jun'20

- Gathering feedback from all stakeholders to create a product that meets the client's business goals, market feasibility, and technical feasibility.
- Research to understand the context, consumers' and clients' needs, and implementing the results in product design.
- Redesign of the insurance company web, mobile, and tablet interfaces which returns to high conversion rates.
- Created the design system guideline to be used in the ongoing development of the brand.

# **Userspots** UI&UX Designer

Istanbul, Aug '18 - Mar'19

- Designing the visual style, interface, and interaction flow of applications and experiences.
- Developing conceptual prototypes, wireframes, and visual mockups.
- Responsible for all the design works of the marketing team such as social media designs and concept works of UXAlive 2019 and other events.

# **Studio Recode** | Part Time Visual Designer

Istanbul, Jan'17 - Dec'17

- Designing consumer-facing websites with senior designers,
- $\bullet$  Designing the brand identity transforming it into a sophisticated and fresh design.
- Designing logo, printed material and social media works

## New York Studio of Languages | Design Intern

Feb'16 - Dec'16

• Designing printed and digital designs like social media post, banner, mailing, brochure, business card, T-shirt and other corporate identity materials.