

Memduh Dursun

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EXPERIENCE

Mobile Digital Product Designer @ Paraşüt Yazılım

Feb 2019 - Currently

At Paraşüt Yazılım, I found the opportunity to work in collaboration with many different teams such as marketing, software, sales, support and I work as a part of the mobile team (TeamKraken) within this teams. As mobile team, we support all of our group companies (Mikro, Zirve, Paraşüt) affiliated with Turkven Company. I'm the Product Designer of this team. The work I do here is generally on the pre-accounting programs and their minor and major derivatives. I improve the processes of existing products or design new products.

During this period;

- I have designed four mobile applications.
 - Atlas Asist - MVP (on store)
 - Mikro Şirketim - MVP (on store)
 - Other products are still in the testing process..
- User Interview w/PM and Head of Design
- User Flow
- Wireframing
- Prototyping w/Figma
- Acceptance Criteria of Designs
- Data Analysis w/PM and Head of Design
- Usability Testing
- Design Systems
- Google's Material Design or Apple's Human Interface Guidelines
- Flutter - Beginner Level
- We started to publish articles on Medium as part of our processes and knowledge.
 - You can find my articles here; memduhdursun.medium.com
- We participated in Online Flutter Events as a team and I talked about our mobile design and handoff processes here.

UI/UX Designer @ Sophisto Istanbul Agency

Feb 2017 - Feb 2019

At Sophisto, I worked with some very reputable companies; such as **Fibabanka, Hopi, BKM Express, Bilyoner, Garanti Emeklilik** and **Zorlu Holding** for their various design needs.

Design standards are always applied on the delivered product, such as NN Group researches, laws of UX, Google's Material Design or Apple's Human Interface Guidelines. During these works, I worked closely and collaborated with product managers, developers, researchers and marketing teams.

While working with the customers, I had been in all parts of a design process. I had delivered wireframes, prototypes, benchmarks, styleguides, app and user flows, information architectures, web and mobile app designs and heuristic analysis. Besides the designs delivered, I actively participated in design development processes, such as usability and A/B tests or persona and empathy maps. Built solutions by reviewing previous user researches and joined existing researches in order to understand the usage context and deliver available solutions.

The Fibabanka website we designed as a team, was awarded the 3rd prize in the Best User Experience category of the Altın Örümcek Awards

Senior Art Director @ GroupM

Sep 2016 - Feb 2017

- Leading a team of two designers and various design projects as Lead Art Director.
- Designed and delivered HTML & CSS coding of various communication designs such as e-mails, newsletters and online banners.
- Built various animated videos by using Adobe After Effects.

directComm Marketing Group

Dec 2012 - Sep 2016

- Mobile UI design for Multinet and Anadolu Emeklilik
- Microsites for Fiat and Mercedes-Benz
- Designed and coded various digital communication materials.
- Wireframing and Prototyping
- Collaborated and worked closely with front-end and mobile developers during related projects.
- Concept and visual designs for brands.

Senior Art Director

2015 - Sep 2016

Art Director

2013 - 2014

Junior Art Director

2012 - 2013

Intern @ Nexum Creative

Sep 2012 - Dec 2012

- Visual Design
- Social Media Design

SUMMARY

I'm UX Designer. I have supported many different companies having products such as e-Commerce, Betting, Pre-accounting, Payment Systems, Banking. I have knowledge about many sector and their user profiles and customer journeys. It's my job to solve a problem and improve a product.

Besides, I'm managing the "**UX Dictionary**" Instagram account, which aims to teach the basics of UX to beginners.

My story begins here.

EDUCATION

Beykent University
Computer Programming and Tech.

Anadolu University
Faculty of Business Administration

SKILLS

Design

- Figma
- Sketch
- Adobe Creative Cloud
 - Photoshop
 - Adobe XD
 - After Effect
 - Illustrator
- Design Presentation
- Wireframing
- User Experience
- User Interface Design
- Interaction Design
- Design Systems

Prototyping

- Figma
- Sketch
- Invision
- Marvel
- Flinto

Research

- User Research
 - User Interview
 - Analysis w/PM or Team
- Heuristic Analysis
- Benchmarking
- Data Analysis w/PM

Coding

- HTML & CSS
 - Beginner Level
- Mobile Development Structure
 - Beginner Level

Collaboration

- Jira
- Basecamp
- Trello
- Slack
- Zeplin
- Whimsical
- Microsoft Teams