

ECENUR BACAKSIZLAR

Senior UX/UI Designer

KEY PROJECTS

Professional	telecom	Turkcell, Maya - CRM platforms for staff to access customer data and more (live)
	e-commerce	LC Waikiki, Mobile app, websites, kiosks, design system (live)
	healthcare	Tekhnelogos, GalenClinic Telemedicine - Mobile app
	finance	TEB, CEPTETEB, Business & Private Banking - Web and mobile apps (live)
	gamification	Akbank, Gamified internal tool for the bank's employees - Mobile app (live)
Theses	insurance	MetLife, Mobile app and websites (live)
	storytelling	urStory (M.Sc - 2023), Tool to connect generations - Mobile App
	accessibility	U-Med (M.Sc - 2022), Concept to reduce waste - Mobile App, RVMs
	healthcare	
	sustainability	

EXPERIENCE

Senior UX/UI Designer

Turkcell Group Company: Atmosware, Türkiye - Remote (Sep 2024 - Present)

Led the creation of a scalable design system, improving cross-team consistency, design quality, and delivery efficiency. Designing coherent omnichannel tools to deliver seamless customer support.

Design Consultant

Freelance (Oct 2023 - Sep 2024)

Worked on digital product development across sectors like healthcare and manufacturing.

UX/UI Design Tutor

ReDI School of Digital Integration Malmö, Sweden (Sep 2022 - Jun 2024)

Tutored in-person design courses and workshops, prepared curriculum and mentored students.

UX/UI Researcher & Designer

ASK Consultancy, United Kingdom - Remote (Sep 2021 - Jan 2023)

Shifted to part-time remote support at Foreign Team at LC Waikiki during my master's. Initiated a design system by involving developers and designers. Improved checkout and post-checkout flows, leading to improvements in conversion rates and decrease in cart abandonments.

Customer Experience Specialist

LC Waikiki, Türkiye (Oct 2020 - Aug 2021)

Provided CX and UX/UI design services in retail as a member of a newly established CX Management Team. Guided junior members, introduced new ideas, connected business units and improved design maturity to create user-centred products. Led workshops to enhance digital processes. Optimised return and order flows, navigation, product listing, filtering, personalisation, and more, resulting in improved engagement, task completion, and customer effort scores.

UX Designer

I-AM Istanbul, Türkiye (Nov 2018 - Oct 2020)

Provided design and research services from early stages till release, facilitated discovery and strategy workshops with sectors including healthcare and fintech to develop new concepts.

Key Clients: Tekhnelogos, Turkish Economy Bank, MetLife (Gulf Region).

EDUCATION

M.Sc of Interaction Design, Malmö University, Sweden (Aug 2021 - Jun 2023)

Focused on human-computer interactions, participatory design, circular design and research.

B.Sc of Product Design, Istanbul Technical University, Türkiye (Sep 2013 - Aug 2017)

Industrial Product Design program with integrated internships and Erasmus semester in Italy.

AWARDS & CERTIFICATES

Accessibility: How to Design for All Certification, Issued by IDF (Oct, 2023)

Distinction: Top 10% Course Taker. WCAG compliance and accessibility testing.

Leapfrogs Scholarship, Issued by Lund University (June, 2023)

Awarded for developing an innovative sustainable healthcare concept, U-Med (M.Sc Thesis, 2022).

100 Days of Code - The Complete Python Pro Bootcamp (Ongoing)

Tutored by Dr. Angela Yu. Certification will be issued by Udemy.

CONTACT

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Malmö, Sweden / Istanbul, Turkey

Open to relocate

KNOWLEDGE & TOOLS

User research

End-to-end digital product design

AI-assisted work

Building large design systems

Problem solving

Design thinking

Business strategy development

UX strategy

Stakeholder engagement

Inclusive design

Accessibility (WCAG)

Workshop facilitation

Usability testing

A/B testing

Agile principles and workflow

Mentoring / Teaching



Figma



Sketch



Miro



Maze



Visio



Zeplin



Optimal Workshop



Arduino



Python



Illustrator



Photoshop



InDesign



Jira

LANGUAGES

Turkish (Native)

English (Fluent)

Swedish (Conversational)

References will be shared upon request.