ECENUR BACAKSIZLAR
UX/UI Designer

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Portfolio: ecenurbacaksizlar.com
Malmö, Sweden (open to relocate)

PROJECTS

Professional

`e-com` `retail` **LC Waikiki,** Mobile App, Websites, Kiosks, Design System (live)

`healthcare` **Tekhnelogos,** GalenClinic: Telemedicine - Mobile App (live)

`finance` **TEB, CEPTETEB,** Business & Private Banking, Web & Mobile Apps (live)

Turk Telekom, Pokus: Digital Wallet - Mobile App, Design System (live)

`gamification` **Akbank,** Gamified internal tool for employees - Mobile App

`insurance` **MetLife,** Mobile App, Website (live)

Theses

`storytelling` `accessibility` **urStory (M.Sc - 2023),** Tool to connect generations - Mobile App

`healthcare` `sustainability` **U-Med (M.Sc - 2022),** Model to reduce waste - Mobile App, RVMs

Knowledge & Tools

Quantitative and qualitative user research · Interviews · Contextual inquiry · Surveys · Cultural probes · Workshops · Focus group studies · User journey maps · Affinity diagrams · Card sorting · Information architecture · Wireframing · Prototyping · Interaction design · Usability testing · Visual design · Accessibility testing · A/B testing · Heatmaps · Playtesting

User-centred and participatory design approaches · Knowledge in iOS, Android, web and various devices · Creative problem solving · Concept and strategy development

Figma · Sketch · Adobe Xd · Miro · Maze · Visio · InVision · Zeplin · Optimal Workshop · Illustrator · Photoshop · InDesign · Rhinoceros · SolidWorks · Keyshot · Arduino · Python

Languages

Turkish (Native)
English (Fluent)
Swedish (Conversational, SFI D)
References will be shared upon request.

EXPERIENCE

Freelance, Sweden - UX/UI/CX Design Consultant (Oct 2023 - Present)
Consulting on digital products across sectors. Engaging in the U-Med startup project with a scholarship, collaborating with stakeholders in pharmaceuticals for project realisation.

ASK Consultancy, UK - UX/UI Designer (Sep 2021 - Jan 2023)
Shifted to part-time remote support 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.

LC Waikiki, Türkiye - Customer Experience Specialist (Oct 2020 - Aug 2021)
Provided retail research and design services, guiding junior members and collaborating across business units. Led workshops to enhance digital and physical processes, optimising return tracking, order flows, navigation, product listing, filtering, personalisation, and more. resulted in improvements in engagement, task completion, and bounce rates.

I-AM Istanbul, Türkiye - UX Designer (Nov 2018 - Oct 2020)
Provided design and research services in various industries, including finance, insurance, telecommunication, retail, and healthcare. Made complex design problems tangible in stakeholder and client presentations through visuals and low to high-fidelity prototypes.

Userspots, Türkiye - Freelance Product Designer (Sep 2018 - Nov 2018)
Worked with a team to design an IoT granola maker for the Bosch Techstar competition.

TUTORING & WORKSHOPS

ReDI School of Digital Integration, Sweden - UX/UI Design Teacher (Sep 2022 - present)
Tutoring UX/UI Design and Research courses voluntarily

HUB 21, Türkiye - Design Coach (Sep 2019 - Aug 2021)
Tutored on weekends at an environment where children innovate and learn

EDUCATION

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

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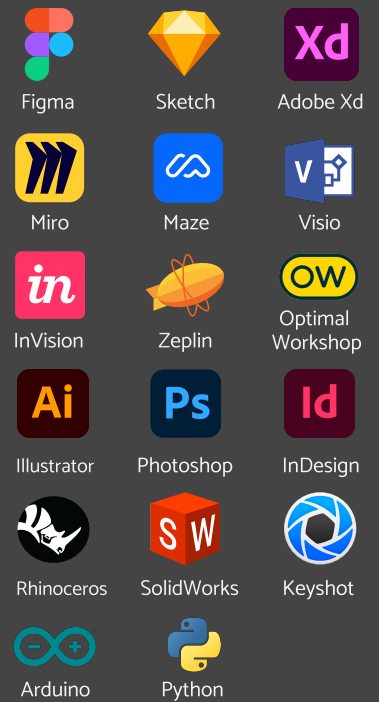B.Sc of Industrial Product Design (Sep 2013 - Aug 2017)

AWARDS & CERTIFICATES

Leapfrogs Scholarship (June, 2023)
Issued by Lund University for an innovative business concept, U-Med (M.Sc Thesis)

Carte D'or Packaging Design Competition (2018)
Ranked 2nd. Issued by Unilever

Accessibility: How to Design for All Certification (Oct, 2023)
Distinction: Top 10% Course Taker. Issued by IDF

100 Days of Code - The Complete Python Pro Bootcamp (Started Dec, 2023)
tutored by Dr. Angela Yu. Certification will be issued by Udemy