

Derya Dönmez

Curious, empathetic, customer-obsessed Senior Experience Designer passionate about making a positive difference in people's lives and with an inquiring mind

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My Philosophy

positive impact

simplicity

consistency

collaboration

connecting the dots

ABOUT

I am a multidisiplinary experience designer with a passion and focus for transforming things to a easier, useful, functional and joyful state. I have 15+ experience in the field varying on product design, graphic design, web design, brand design, illustration, web application design, mobile application design and front-end development.

My activities are focused on product strategy, design, user research, interaction design and support development, by envisioning experiences and solutions that are grounded in real user needs and bring value to the products in a consistent manner.

I believe in growing together as a team. I am a strong team contributor who can use appropriate approaches, tools and knowledge to ensure we are designing the right thing.

In my next step, I want to help businesses to find out their next steps through strategic, user centric, and simple design solutions.

am open for remote or hybrid working.

My Speciality

Product Strategy

User Experience Design User Research

Product Design

Interaction Design

WORK EXPERIENCE

SENIOR USER EXPERIENCE DESIGNER @ RWS, Amsterdam leading for better content management experience

February 2017 -present

RWS is the world's leading provider of technology-enabled language, content management and intellectual property services that helps customers to connect with people globally by communicating business critical content at scale, and enabling the protection and realization of their ideas and innovations.

Tridion is a content management system for global enterprises that helps companies to create, manage, translate and deliver high volumes of multilingual content to any digital device.

What I do...

- Developing and validating design concepts and prototypes according to business priorities and user needs for the product
- · Working closely with Product Management on refining, improving, and shaping the product vision and strategy by organizing and facilitating user/customer research, persona definition, prototyping, validation of assumptions, and hypothesis
- Working with Product Owners for planning and prioritizing
- · Supporting the development teams with design and research, always by keeping an eye on the best possible experience of the final delivery

Accomplishments

- Leading research program to bring user perspective/voice to the product teams to help better decision making for product UX strategy Driving, leading and owning brainstorming, ideation, human-centred design workshops and other co-creative design
- methods to bring the UX and Design strategy to life Bridging cross functional teams
- Creating a user community to engage, connect and learn more in an agile way Creating team rituals and keeping them alive
- Translating user needs to business cases
- Understanding enterprize level pain points, communicating learnings with internal stakeholders and addressing them in
- product Communicating design updates to the customers
- Speaking at Tridion Developer Summit

leading for better telecom customer experience

USER EXPERIENCE ENGINEER @ ERICSSON, Istanbul

May 2015 - January 2017

Ericsson is a Swedish multinational networking and telecommunications company that sells infrastructure, software, and services in information and communications technology for telecommunications service providers and enterprises, including, among others, 3G, 4G, and 5G equipment, and Internet Protocol (IP) and optical transport systems.

helps operators increase customer satisfaction - particularly in the areas of sales and customer care - by reducing the number and length of customer interactions. ERMS: Ericsson Retail Management System helps retail stores to manage orders.

Ericsson TCRM: Ericsson Telecom CRM is an integrated billing and customer relationship management product that

What I did...

Creating conceptual wireframes, high-fidelity mockups, information architecture diagrams, interaction specifications,

- interactive prototypes, and aiding in the implementation of web technology-based frontends for Ericsson Telecom CRM Transforming design and research processes, tools, and methodologies over successive releases to improve quality and
- alignment to engineering workflows Conducting usability testing
- Designing components
- Supporting development teams for front end development

leading for better corporate products user experience

Accomplishments Enabling global UX strategy by making sure design useful (designing the right product), usable (designing the product right)

- and consistent with Ericsson branding (one design) Assessing Ericsson products
- Bringing user perspectives from different mental models across countries
- SENIOR UI/UX DESIGNER & DEVELOPER @ TURKCELL GLOBAL BILGI, Istanbul

January 2012 - April 2015

Turkcell Global Bilgi is the largest contact center that improves the customer experience of brands and a subsidiary of the leading mobile phone operator Turkcell.

What I did...

Variety of corporate products for billing, performance, data management, experience analytics in web and mobile platforms.

• Designing user interfaces for digital platforms such as web and mobile applications for the in-house operational processes. Developing interfaces for in-house and external web projects, considering accessibility and usability issues.

- Designing logos, posters, brochures to communicate the release news for the corporate projects, and promoting the enterprise solutions.
- Conducting user researches to validate design concepts
- Accomplishments Enabling consistent and flawless experience between many corporate products

Designing and developing microsites, landing pages, and emails.

Coding my very own designs to deliver high quality experience Leading design projects

- Bringing user voice to development teams Mentoring Experience Team for developmental feasibility
- WEB DESIGNER @ <u>HEPSIBURADA.COM</u>, Istanbul

Delivering joyful designs

<u>Hepsiburada.com</u> is the leading and the largest e-commerce platform of Turkey and the surrounding region. E-commerce platform provides 50 million products in over 40 categories to customers and meets the needs of 200+ million

June 2011 - December 2011

monthly visitors and blending data and experience.

designing for better e-commerce experience

platform Designing key interface elements to keep consistency.

• Designing landing pages, emails, banners, microsites, and the mobile application for the Hepsiburada.com e-commerce

- Accomplishments Renewing visual communication elements Customizing platform design for special themes such as New Year, Back to School
- Increasing number of sales

Drawing illustrations

What I did...

WEB DESIGNER @ YEDITEPE UNIVERSITY, Istanbul designing for better university website experience

August 2005 - May 2011

(yeditepehastanesi.com.tr), Yeditepe Eye Hospital, and İSTEK Foundation (istek.org.tr) Designing and developing micro websites, landing pages

Administration of the websites of Yeditepe University (yeditepe.edu.tr), Yeditepe University Hospital

Yeditepe University is the largest of the 74 foundation universities in Turkey which is established by the Istanbul Education and

Training web editors for content management system

EDUCATION

What I did...

Accomplishments Leading redesign of university websites

Culture Foundation (Turkish: İstanbul Eğitim ve Kültür Vakfı, İSTEK Vakfı)

· Being a guest lecturer on "Web Design" for English Language Teaching Bachelor Program

Training content management editors

Designing and creating content for manuals and guidelines

MA. VISUAL COMMUNICATION DESIGN @YEDITEPE UNIVERSITY, Istanbul

2000-2005

2006-2007

BA. COMPUTER EDUCATION & INSTRUCTIONAL TECHNOLOGIES @YEDITEPE UNIVERSITY, Istanbul

2006-2007

UX CONFERENCES @NIELSEN NORMAN GROUP

Training program is organized by NN/g. Courses taken:

TRAINING & CERTIFICATIONS

"Being a UX Leader: Essential Skills for Any UX Practitioner",

2020

2016

NN/g**UX CERTIFIED**

"Usability Testing", "The One-Person UX Team Tool Box", "Personas: Turn User Data Into User-Centered Design", "UX Deliverables"

"Becoming a UX Strategist", "Storytelling to Present UX Work"

"UX Basic Training", "Customer Journey and Omnichannel UX",

August 2005 - May 2011

Testing", "Web Usability", "Mobile Usability", and "Gamification".