

# YÜKSEL ADIGÜZEL

## UI/UX Designer

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I am a user-centric designer who designs journeys that make user experience simple.

Domestic & General | Jan 21 – Oct 22

### UI Design Lead

Oversee company's digital strategy and support the creative team in building design systems with collection of design guidelines, best practices and standards to support designers and developers in creating consistent and engaging user experiences. Mentor and support team of four Product Designers in the product life cycle; including user research (Foundational, design and post-launch), sketching, information architecture, wireframes and high fidelity prototypes.

Domestic & General | Jun 16 – Jan 21

### Senior UI Designer

Create pixel perfect, responsive interfaces and ensure usability and accessibility standards meet both user and business needs. Collaborate with design and development teams to build user-efficient experiences and enhance ways of working. Work closely with product owners and analytics team to capture, visualise and analyse customer data to create inspiring customer journeys and help increase conversion rates. Support Marketing team with digital marketing material to engage customers and drive revenue through online channels.

Michael Page | Jan 14 – Aug 15

### Senior Online Designer

Design internal and external websites, email campaigns and online advertising for all online media for PageGroup and their clients. Support design group with creative ideas, design concepts, and designs for offline collateral.

Borro.com | Aug 11 – Mar 13

### Graphic Designer

Sole in-house designer, in charge of all aspects of web and print design for the company. Designing for both B2B and B2C sections of the company and updating the company websites, landing pages, weekly e-newsletters, emails, flash banners. Print work included designing for direct mail campaigns, weekly offers, leaflets, magazine and newspaper advertisements and company banners for conferences.

Chartered Institute of Environmental Health | Oct 08 – Aug 11

### Multimedia Designer

Create websites, e-marketing communications and interactive media. Provide recommendations for improvements to increase the companies' visual identity and make the user experience more engaging, accessible, and up to date with current web design trends and techniques. Developed new skills, expanded knowledge in user interaction, navigation and mapping by designing e-learning courses.

Only Finance | Mar 07 – Aug 08

### Web Designer

Design and build company websites, partner websites and landing pages. Created and updated commercial e-mail campaigns, e-banners and presentations. Worked closely with directors, managers and developers to ensure projects are created accurately and on schedule.

Accidents Direct | Mar 07 – Aug 08

### Web Designer (Freelancer)

Working alongside marketing team and the business developer's created and updated commercial e-mail campaigns, e-banners and e-newsletters to expand companies' visual identity and engage customers.

## Education

University of Westminster  
Graphic Information Design BA (Hons)  
Oct 01 – Jul 04

London College of Printing  
Graphic Design Foundation  
Sep 00 – Jun 01

City & Islington College  
A Level's  
Sep 98 – Jun 00

George Orwell Secondary School  
GCSE's  
Sep 96 – Jun 97

## Skills

Style guides & design system  
Illustration & UI graphics  
Research  
Information Architecture  
High fidelity user flows  
Prototyping  
A/B testing

## Tools

XD  
Photoshop  
Illustrator  
InDesign  
Dreamweaver  
After Effects  
Premier Pro  
Figma

## HTML

CSS  
JavaScript  
Query

Microsoft Office

References available on request