YÜKSEL ADIGÜZEL

Product Designer (UX/UI)

A user-centric designer who creates simple journeys that improve user experience and increase conversion rates.

Product Designer
Redpin | Jan 23 – Nov 24

Deliver a comprehensive range of UI/UX design services for various B2B and B2C products. Lead the design process for both web and mobile platforms, managing complex design initiatives from concept to launch while ensuring the delivery of engaging and user-friendly digital solutions. Enhance products by launching new features, updating existing ones, improving user journeys, and making service enhancements. Communicate product priorities, progress, and insights to senior leadership and stakeholders to ensure alignment with goals. Create wireframes, prototypes, and high-fidelity mockups to effectively convey design concepts and interactions. Continuously iterate on designs based on feedback and project requirements, following a design thinking approach. Contribute to a design system that ensures consistent UI components, patterns, and visual language across all products. Collaborate with the engineering team to implement the design vision and maintain specifications in line with established standards.

UI Design Lead
Domestic & General | Jan 21 – Oct 22

Oversee the company's digital strategy and guide the creative team in improving guidelines for design to minimise redundancy and enhance the design and development processes. Actively participate in everyday operations by organising, planning, managing, and overseeing team activities. Mentor and lead a team of four Product Designers through the entire product lifecycle, which involved understanding client objectives, conducting user research, facilitating design reviews, performing data analysis, and implementing A/B and multivariate testing after launch. Communicate product priorities, progress, and insights to senior leadership and stakeholders to ensure that goals and deliverables are aligned. Continuously analyse market trends, rival strategies, and emerging technology to inform and alter our strategy.

Senior UI Designer
Domestic & General | Jun 16 – Jan 21

Collaborate with researchers, UX designers, engineers, and business professionals to determine project requirements and user needs. Use advanced analytics, user research, and market insights to make informed product decisions. Lead the creation and execution of entire design lifecycles, from concept to implementation, including usability testing and sharing concepts with stakeholders to optimise designs. Design and conduct experiments, including A/B testing, to validate concepts and improve user experience and business KPIs. Support the Marketing team by creating engaging digital materials that boost consumer engagement and online revenue.

Senior Online Designer
Michael Page | Jan 14 – Aug 15

Create websites, email marketing campaigns, and online ads for PageGroup and its clients. Collaborate with the design and marketing teams to generate innovative concepts, and visuals for offline promotions.

Graphic Designer
Borro.com | Aug 11 – Mar 13

Sole in-house designer responsible for all web and print design, catering to both B2B and B2C needs. Managed and enhanced the company's websites, landing pages, e-newsletters, emails, and e-banners. Designed print materials for direct mail campaigns, promotions, leaflets, ads in magazines and newspapers, and conference banners.

Multimedia Designer
CIEH | Oct 08 – Aug 11

Design and develop websites, digital marketing materials, online courses, and interactive media. Propose improvements to enhance the company's visual identity, user engagement, accessibility, and alignment with web design trends.

Web Designer
Only Finance | Mar 07 – Aug 08

Design and develop corporate websites, partner sites, landing pages, email marketing campaigns, e-banners, and presentations. Collaborated with directors, managers, and developers to ensure projects were executed accurately and on schedule.

Web Designer (Freelancer)
Accidents Direct | Mar 07 – Aug 08

Designed email campaigns, e-banners, and e-newsletters in collaboration with the marketing team and business experts to strengthen the company's visual identity.

CONTACT

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EDUCATION

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

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

A Level's
City & Islington College
Sep 97 – Jun 00

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

SKILLS

Product strategy

Art direction

Visual design

User research

Accessibility and Inclusivity

Information architecture

Interaction design principles

Wire-framing and prototyping

Colour, typography, illustration and icon design

Branding and identity

Style guides, and design systems

Multivariate & A/B Testing

TOOLS

Figma

XD

Photoshop

Illustrator

InDesign

Dreamweaver

After Effects

Premier Pro

HTML & CSS

Microsoft Office