

Zeynep Dag

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EDUCATION

Academy of Arts and Design London

UI / UX Design Specialization

Online

Graduation Date: Jan 2024

TOBB University of Economics and Technology

BA in Interior Architecture and Environmental Design

Ankara

Graduation Date: Jan 2021

WORK EXPERIENCE

Beaks

UI&Ux Designer

Remote

Sep 2023 - Present

- Conceptualized and executed a user-friendly interface for a finance automation app, resulting in a dramatic increase in user engagement and a noticeable decrease in customer support inquiries.
- Collaborated with product management team to conduct user research and incorporate feedback into design iterations, resulting in an overall decrease in bounce rates and a significant improvement in conversion rates.

Dies Ofis Mobilya

Interior Designer

Ankara-Izmir, Turkey

Jan 2021 - Dec 2024

- Developed customized office designs tailored to meet clients' specific preferences and requirements, resulting in a visible increase in customer satisfaction ratings and a tangible growth in repeat business.
- Executed product-based projects, including material sourcing and supplier coordination, resulting in reduced project costs while maintaining high-quality standards.
- The product designs I made here helped me deepen my knowledge in the fields of human-product interaction and user experience.

TOBB University of Economics and Technology

Research Assistant Intern

Ankara, Turkey

Jan 2020 - Jan 2024

- Assisted Dr Ahmet Fatih Karakaya in creating an AI-supported design interface that aims to collect data on the approach of different disciplines to design.
- Analyzed data gathered from the AI-supported design interface to identify trends and patterns in different disciplines' approaches to design, contributing valuable insights for future research projects.

PROJECT EXPERIENCE

Client: Astem Asansor

Website Designer

Ankara

Jan 2023 - Jan 2023

- Revamped the user interface of Astem Asansör's website, resulting in a 80% increase in online traffic and a 30% decrease in bounce rate.
- Implemented SEO strategies to improve website visibility, leading to a 50% increase in organic search traffic and a doubling of leads generated through the site.

SKILLS & INTERESTS

Skills: Proficient in Figma, Adobe CC (Photoshop, Illustrator, Indesign), AutoCAD, 3DsMax, Corona, Microsoft Office (Excel, Word, PowerPoint)

Interests: User Centered Design, Detail Oriented Work, Wireframing, Prototyping

PORTFOLIO

You can find my work at this link!

www.zddesigns.com