



Simay Esmek

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EDUCATION

- 2017 - 2021
Master Degree (Design for the Fashion System)
[Politecnico di Milano](#)
28.6/30 GPA
- 2013 - 2017
Bachelor Degree (Fashion Business & Design)
[Izmir University of Economics](#) %100 Scholarship
3.89/4.0 GPA Valedictorian

SIGNIFICANT EXPERIENCES

- 2021 - Present (1+ Year)
UI / UX Designer
[Matmatch GmbH, Germany](#)
Translating user research into working solutions, brainstorming, product strategy, facilitating workshops, creating interfaces from wireframe stage to development, branding and visual support for marketing
- 2018 - 2021 (4 Years)
Corporate Identity & Digital Product Designer
[gigaaa AI Personal Assistant, Germany](#)
Digital product design and management: research, planning, designing and monitoring all digital product design and development processes within the teams
- 2021 - Present (1+ Year)
Part Time Lecturer
[Izmir University of Economics, Turkey](#)
Teaching Branding in Design Industry and Portfolio Website Design for Designers
- 2021
Digital Exhibition Branding & Website Design
[Goethe Institut, Germany / Turkey](#)
Website and VR exhibition design and development for 100 years of Joseph Beuys digital exhibition
- 2009 - 2021
Custom Content Designer (The Sims 2,3 & 4)
[The Sims Resource, Sweden](#)
Designing 3D custom content for the most popular simulation game, the Sims
Since 2009, my brand is known as "Simsimay" and I have 10+ million downloads and 9+ million unique visitors. I am one of the top content creators

[+6 More on LinkedIn](#)

SKILLS

Industry Knowledge

Design Thinking, User Psychology, UX design, **User Centric Design**, Product Research, User Research, User Story Mapping, Usability Testing, Agile and Waterfall Approaches, Digital Product Management, Visual Identity Systems, **UI Design**, Animations, **Basic HTML**, CSS & Lottie Animations, B2B and B2C Design, Business and Marketing Knowledge, Branding, Brand Strategy

Soft Skills

Autonomy, Team Work, **Aptitude**, Self Motivation, Flexibility, Patience, Critical Thinking, Problem Solving, **Creating a Motivational Environment**

TOOLS

Adobe Xd, Figma, Sketch, Miro

UI Design, Material design, Human Computer Guidelines, Design Systems, Component Libraries, Clickable Prototypes

Adobe After Effects, Premiere Pro, Animate

Animation, Video Editing, Lottie Animations

Adobe Indesign

Booklet, Catalog & Print Media Design

Adobe Illustrator

Pictogram, Icon, Logo Design, Vector Illustration & Pattern

Adobe Photoshop

Beauty Retouch, Photo Editing, Illustration

3D Software

Rhinoceros, Grasshopper, Blender, Adobe Dimension, Maxon Cinema 4D

LANGUAGES

English	Full Professional Fluency
Italian	Intermediate
German	Beginner
Turkish	Native

TRAININGS AND CERTIFICATES

Human Computer Interaction & Design Thinking
(Top %10 in Class) [Interaction Design Foundation](#)

Into the Design Systems 2021
[Design Friends Community](#)

Push UX 2021 & Push Product Discovery 2022
[Push UX](#)