



Simay Esmek

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EXPERIENCES

2023

(Senior) Product Designer [mobile.de, Germany](http://mobile.de)

Leading user research and discovery in collaboration with UX researchers, fellow designers, and stakeholders to develop user-centric solutions, rigorous testing and iterative improvements of interfaces, hosting design critique sessions for best practices, ensuring cross-product consistency within the design system, aligning with other design teams and taking ownership of the user experience within my team

2021 - 2023

(Senior) UI / UX Designer [Matmatch GmbH, Germany](http://Matmatch GmbH)

Driving innovation and progress within a traditional industry, converting user research insights into product ideas, facilitating brainstorming sessions, contributing to product strategy, organizing workshops, iterating on rapid prototypes, overseeing initial wireframes to the final implementation within developer design handover sessions, supporting business teams by designing and printing materials for product promotion

2018 - 2021

Product Designer & Brand Designer [gigaaa AI Personal Assistant, Germany](http://gigaaa AI Personal Assistant)

Leading digital product design domain (native, phyton, smart watch, IOS for different hardware needs) while overseeing product consistency for three other designers by creating a design library, corporate identity guides, social media templates, collaborating with developers within different time zones, for marketing and business, help preparing pitch decks, product demos, videos, trade show materials

2021 - 2023

Part Time Lecturer [Izmir University of Economics, Turkey](http://Izmir University of Economics)

Teaching Bachelor students how to build a website to create an online portfolio and do visual branding

2021

Digital Exhibition Design & Branding Goethe Institut Izmir

Designing and developing websites, virtual Reality digital walk-in exhibitions and branding for 100beuys.com and suyumuz.com

As an experienced designer with a diverse background, I adopt a holistic problem-solving approach. My passion lies in creating impactful experiences for individuals, environment and businesses. I excel in delivering polished results while efficiently managing multiple projects and my collaborative skills enhance my effectiveness across teams within the product.

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

SKILLS

Design Thinking, User Psychology, User Research, User Story Mapping, Product Discovery, Usability Testing, Agile Methods, Design Systems, Information Architecture, UI Design, (React) Native Design, Smart Wearables and Devices Interface Design, Responsive Design, Usability, Animations, Basic HTML, B2B and B2C, Brand Experience, CSS & Lottie Animations

Figma, Adobe Xd, Sketch, Miro

7 Years

Adobe After Effects, Premiere Pro, Animate

4 Years

Adobe Indesign, Illustrator, Photoshop

8 years

Adobe Dimension, Rhinoceros 3D, Blender 3D

2 years

LANGUAGES

English	Native
Italian	A2
German	A2
Turkish	Mother Tongue

TRAININGS AND CERTIFICATES

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

Professional UI Design
UX Design Institute

Push UX 2021 & Push Product Discovery 2022
Push UX

Into the Design Systems 2021
Design Friends Community

simay