TÜRKAN ALEMDAR

UX DESIGNER / RESEARCHER

✉ uxdesign.tal@gmail.com

🌐 turkanalemdar.github.io

🏠 Berlin & Hamburg

SKILLS

Research

- User Journey Mapping
- User Surveys & Interviews
- User Personas & Stories
- Task Analysis & Flows
- Usability Testing
- UX/UI Audits
- A/B Testing
- Quantitative /Qualitative

Design

- Mobile and Desktop Design
- Wireframing (Low to High)
- Information Architecture
- Prototyping (Low to High)
- UI & Design Patterns
- Design Systems

Tools

- Design Tools (Figma, Adobe XD, InDesign, Photoshop)
- Agile (Kanban, Scrum)
- Web (Wordpress, HTML/CSS, Hubspot)

ABOUT ME

I am a UX Designer with a professional background in marketing, specializing in creating meaningful user experiences through extensive UX research and rapid high-fidelity prototyping for SAAS companies.

DESIGN EXPERIENCE

VFL Lüneburg   📄 Case Study

- Conducted UX and Content Audit to improve user experience after relaunch.
- Worked on the concepts of VfL Lüneburg's mobile app and conducted UX Audit.

Calo Health App   📄 Case Study

- Directly involved in product creation following and end-to-end UX Design process starting with Ideation.
- Managed the entire design thinking process from competitive analysis to user personas to high-fidelity prototyping.
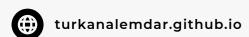
PROFESSIONAL EXPERIENCE

ADFERENCE GmbH   2019-2022

- Created wireframes for landing pages and implemented them on HubSpot by providing HTML5 and CSS3.
- Created guides, flyers, sales presentation, social media images using Adobe Photoshop, InDesign, Canva.
- Developed and implemented automated communication strategies along the customer journey and the sales cycle on Hubspot.
- Produced visuals and video content for Vitamin A - Deine Dosis Amazon PPC Podcast with iMovie, Adobe Premiere Pro.

TÜRKAN ALEMDAR

Languages

- Turkish (Native)
- English (Advanced)
- German (Intermediate)

EDUCATION

CareerFoundry

A 6-month intensive training program for UX Designers, specializing in UX process and methodology, data driven approaches to strategy as well as prototyping, wireframing, and conversion rate optimization.

Akademie der Naturheilkunde

Certificate in Holistic Nutrition

Leuphana University Lüneburg

Certificate Studies in Digital Marketing

Georg-August University Göttingen

MA Philology - Linguistics

Middle East Technical University Ankara, Turkey

BA Degree in Language Teaching