

Zeynep Buyukersoy

zeynepbuyukersoy.net

buyukersoyzeynep@gmail.com

[LinkedIn](#)

[Behance](#)

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Previous Role

UI/UX Designer at Akinon

Experience

B2B, Marketplace, eCommerce, Events

Technologies

Adobe Creative Suite, Sketch, Zeplin, Figma

I like to work with people who...

are open-minded, creative, and motivated, and who foster a collaborative, positive environment that supports learning, growth, and encourages experimentation.

Education

Yildiz Technical University Sep 2022 - Present (2y 2m)

Masters (3.86) Interactive Media Design

Istanbul Arel University Sep 2015 - Oct 2019 (4y 1m)

Bachelors (3.45) Visual Communication Design

Languages

English

C1

Korean

B1

Exhibitions

AI Karala 2022

Typography, Yildiz Technical University / Graduate School of Sciences

Korku Nesnesini Çağırır 2018

Arel Demo 2.0, Istanbul Arel University / Faculty of Communication

Z-Code 2017

Arel Demo 1.0, Istanbul Arel University / Faculty of Communication

Work Experience

UI-UX Designer / Akinon Apr 2020 - Oct 2024 (4y 6m)

Akinon offers omnichannel solutions to top retailers

Adobe Creative Suite Sketch Zeplin Figma

- Started with limited knowledge but quickly developed UI/UX skills through project work and learning from colleagues.
- Led visual design and interface development for e-commerce projects.
- Utilized UX/UI principles to craft user-centered solutions.
- Effective collaboration with the team led to successful project outcomes.
- Experience enhanced technical and creative abilities, facilitating growth in the design field.

Graphic Designer / dDf Dream Design Factory Sep 2019 - Jan 2020 (6m)

Creative agency specializing in events and design.

Adobe Creative Suite

- Designed event-related materials alongside the Director for a wide range of clients, ensuring digital and physical elements aligned with brand identity and event goals.
- Coordinated the creation of print-ready designs and oversaw production processes, working closely with various teams to ensure the smooth execution of branding at event venues.
- Developed strong communication skills by collaborating with professionals from different disciplines, and gained experience managing high-pressure situations and adapting to diverse project requirements.

Snippets

Panco panco.com.tr

Our team redesigned Panço, a children's clothing shopping site. We structured the product listing and detail pages to ensure effective communication between the brand and end users, based on the brand's needs. On the homepage, we included widgets showcasing the brand's campaigns and best-selling products, as well as recommendations for purchasing coordinated items. We also created useful filters and quick purchase windows on the product listing page for a better shopping experience.

Brandy's

Our client wanted to enhance their e-commerce activities, previously limited to their website, by launching an app. After analyzing the UI and UX of the apps they provided as examples, I designed an app from scratch. Considering that Brandy's brand operates under two different lines, Brandy's and Mendo's, I created a design that offers a cohesive experience but distinct pathways for each category, ensuring both a unified look and tailored functionality for each series.

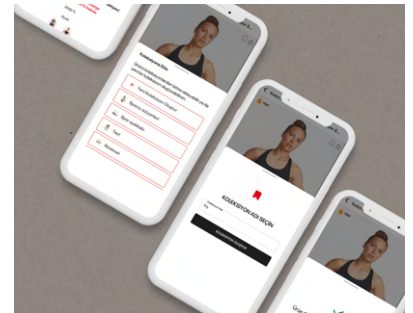


DESA desa.com.tr

I designed the login and new membership sections for Desa's website. The brand was dissatisfied with the traditional login steps and wanted better communication of the added benefits for users who sign up. After an extensive UX research phase, I developed a process and visual design tailored to both the target audience and brand identity. I also adapted this design for guest order tracking and guest checkout steps to ensure a seamless user experience.

Under Armour Turkey underarmour.com.tr

The Under Armour Turkey team requested a collections page similar to a favorites list for the "My Account" segment. After reviewing the provided examples, we created a process where users can add and organize products directly from the product detail page into a collection tailored to their needs. This collections page can later be managed from the account section, offering a seamless experience for end-users.



FashFed

In response to an interesting request from our client, we set out to adapt the brand's app design for the web. Along with adding a few missing features from the app, we introduced new functionalities such as a "leave a review" option starting on the product detail page, as well as features like exploring outfit suggestions on the homepage. These updates were incorporated into the site design to enhance the user experience.

D'S Damat dsdamat.com

Our client, wishing to preserve and continue the local tradition known as the "Damat Bohçası," where the bride's family presents gifts to the groom and his family before the wedding, requested a design allowing users to prepare this gift package online. We were informed that we could explore popular personalized gift box design applications from recent years as part of the process.

Our client requested a design to help their end users easily find their ring size when purchasing. We reviewed the reference designs the brand liked and created the attached designs. The goal was to enable users to determine their ring size using materials they have at hand.



More about me

In my next job it's important that...

In my next job, it's important that I solidify my UI and UX knowledge in e-commerce while exploring its limits and meeting a strong team leader for guidance during this journey.

At work I'm best at...

adapting design needs to fit the client's unique style and experience, while also analyzing examples from various brands to create tailored, effective solutions.

The coolest side project I've built is...

Wonder Coffee! It is a coffee chain website/app that allows users to place orders in advance or instantly at checkout, with detailed customization and courier delivery options.

I like to work with people who...

are open-minded, creative, and motivated, and who foster a collaborative, positive environment that supports learning, growth, and encourages experimentation.

Outside of work I...

enjoy spending time with friends and family, reading books and comics, playing games, and drawing to unwind and fuel my creativity.

Interests

I enjoy watching series, reading books and comics, drawing, and spending time with family and friends. I also love doing crafts in my free time, which helps me stay creative and inspired.

References

Available upon request.