

# Sukran Yardimci-Demir

## User Experience Designer

UX Designer with over 11 years of creative expertise, specializing in crafting user-centric digital experiences. Transitioned from architecture, leveraging acute aesthetic sense and deep understanding of user behavior to inform designs. Skilled in blending creativity with data-driven solutions, digital marketing, and E-commerce. Excels in collaborative, cross-functional teams, committed to continuous improvement, and passionate about solving customer problems through innovative design.

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### Linkedin:

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### My portfolio:

[www.sydvventure.com](#)

## EXPERIENCES

### UX/UI Designer

#### GreenAnt

Aug 2023 - Present

Rotterdam, the Netherlands

- Contributed to the development of Desidera, an AI-powered SaaS tool, resulting in a visual revamp and strategic UX upgrades.
- Led product growth by addressing user experience challenges and shaping creative strategies, while also streamlining team processes.
- Enhanced user experience through user flow strategies, interaction design principles, and advanced prototyping techniques, boosting navigation and engagement.

### Career Break to Transition into UX Design

Sep 2022 - Aug 2023

Rotterdam, the Netherlands

- Obtained a UX Design Certificate, mastering essential skills for the UX/UI Designer role. Independently studied and applied UX design principles for continuous improvement.

### Lead Visual Designer

#### Yapi Merkezi Construction

Feb 2018 - Aug 2022

Istanbul, Turkey

- Managed the production of diverse visual materials for high-scale construction projects, elevating client engagement and project success.
- Crafted engaging visual materials and implemented data visualization techniques to streamline decision-making processes.

## SKILLS

### UX Design

User flows, Wireframing, Design System Iteration, User Research, A/B testing and Analyzing Data, Prototyping, Interaction Design, User Interviews, Usability Testing, Journey Mapping, Competitor Analysis

### Visual Design

User Interface (UI) Design, Illustration, Creative Assets for Digital Marketing, E-commerce Design, Video Production

### Tools

Figma, Adobe CC (Adobe XD, InDesign, Photoshop, Illustrator, Premiere, After Effects), Wix, Shopify, Google Ads, Google Analytics, 3DS Max, V-Ray, AutoCAD, Microsoft Office

## Product Designer

### RMJM (Robert Matthew Johnson Marshall)

Nov 2013 - Jan 2018

Istanbul, Turkey

- Crafted compelling visual materials for architectural projects, boosting brand awareness and driving increased conversion rates for marketing initiatives.
- Mentored junior architects, optimizing task planning and workshop preparation to foster collaborative work and project efficiency.

## CERTIFICATION

### Google UX Design Certificate

Nov 2022 - July 2023

Rotterdam, the Netherlands

- Successfully completed an extensive program encompassing the design process, UX research, foundational concepts, and a professional UX portfolio with three end-to-end projects: a mobile app, a responsive website, and a cross-platform experience.

### Google Digital Marketing & E-commerce

Jan 2023 - March 2024

Rotterdam, the Netherlands

- Completed a comprehensive course in Digital Marketing and E-commerce covering topics such as attracting and engaging customers online, email marketing strategies, marketing analytics, e-commerce store management, and fostering customer loyalty. Acquired skills in Search Engine Optimization (SEO), E-commerce, Email Marketing, Display Advertising, and Marketing Analytics.

## EDUCATION

### Bachelor of Architecture

Istanbul Technical University

Sep 2009 - July 2013

Istanbul, Turkey

## LANGUAGES

- **English:** Advanced
- **Dutch:** Intermediate
- **Turkish:** Native Speaker

## ACHIEVEMENTS

- Contributed to the successful launch of the Desidera app—an AI-Powered SaaS application at GreenAnt. Led the design of new screens and pop-up features crucial for user engagement and securing funding from stakeholders. Collaborated closely with all teams to ensure effective communication and alignment with project objectives.
- Handpicked by the chairman of Yapı Merkezi to enhance the company's reputation and present successful projects at the iBridge-2022 conference. Led the design of impactful documents that substantially increased client engagement and portrayed the company's achievements positively.