

Zeynep Karakaya

UX/UI DESIGNER

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Experience

Freelance User Experience Designer | Jun 2019-present

UpWork

Designing web / mobile interfaces, wireframing, prototyping, strategic consulting, UX strategy, conducting market research, conducting user research

Clients: Ozark Immigration (Canada), Wishmaker (Netherlands), Bejoved (Germany)

Entrepreneurship & Youth Affairs | Sep 2019-Aug 2020

TUSIAD, Istanbul

Assisted on execution of the annual entrepreneurship competition

Redesigned the competition website for a better user experience

Took part in shifting the competition 100% digital, and designed a new website for the live-broadcast of the finals and voting system for jury

Organized intra-company entrepreneurship best practice seminars and workshops

Drafted suggestion notes for a better entrepreneurship ecosystem in Turkey

Customer Experience Lab Project Consultant | Feb-Jul 2018

Westpac Group, Sydney

Collaborated with the Strategy Team and Customer Experience Lab of Westpac Group, on a project in wealth management sector

Conducted global and local competition and market analyses, researched customer needs and trends on wealth management services, and finally presented a solution to the Westpac Group Executive Board

Co-founder & Product Designer | Sep 2017-Jan 2018

Passing, Budapest

Worked on a startup idea for a better public transportation experience through designing a mobile transport card wallet

Won the idea stage phase of CEMS Startup Challenge which was sponsored by Salesforce, LVMH, and Gartner in Budapest

Skills

Design

Adobe XD ●●●●○

Figma ●●●●○

Illustrator ●●●○○

Photoshop ●●○○○

ProtoPie ●●●●○

Balsamiq ●●●●○

Software

HTML / CSS ●●○○○

Processing (Java) ●●○○○

JavaScript ●●○○○

Language

Turkish ●●●●●

English ●●●●●

French ●●●○○

German ●○○○○

Education

Human - Computer Interaction

University of Salzburg, M.Sc. in Engineering | 2021-2023

Double degree program conducted together with Fachhochschule Salzburg and Paris-Lodron Universität Salzburg

User Experience Design

The Hague University of Applied Sciences | 2020-2021

Courses Taken: Introduction to User Experience, Research for Design, Design and Creativity, Project Bespoke Design, Design for Emotion, Interaction Design I, Building Engaging Prototypes, Programming Bootcamp, HTML/CSS, Psychology of Experience, Interaction Design II, Project Research and Design, Persuasive Experiences, Programming Extended

CEMS Master's in International Management

Koc University, M.Sc. | 2017-2019

University of Sydney, Exchange | 2018

Courses Taken: Strategy in Management, Statistics, Business Analytics, Developing Intellectual Capital, Sales Management, Global Management Practice, Emerging Markets Multinationals, Marketing

Bachelors of Law

L'Université de Galatasaray, LL.B. | 2010-2015

Achievements

Holland Scholarship

Merit based one-time scholarship for an amount of EUR 5,000

CEMS MIM Scholarship

Merit based scholarship covering the full tuition fee (EUR 25,000)

Prime Ministry Overachievement Scholarship

Merit based scholarship given monthly for five consecutive years (EUR 20,000)

Extracurricular Activities

CEMS Alumni Association

Local Board President | 2019-21

Acting in coordination with CEMS Alumni Association and CEMS Global Office

Organizing local gatherings and networking events for both alumni and students

CEMS Student Board

Student Board Representative | 2017-19

Represented whole CEMS Students before CEMS Global Office, Academic and Corporate Partners

Initiated projects in order to provide a better CEMS Experience for all students

Online Certificates

Interaction Design Foundation

Courses Taken: Human-Computer Interaction, Become a UX Designer, Design Thinking

Codecademy

Courses Taken: HTML / CSS

IBM

Courses Taken: Enterprise Design Thinking Practitioner