

Volkan Uysal

Lead Experience Designer

Updated Jan 2022



+31 (0) 6 15 62 36 36
volkanxuyosal@gmail.com
www.volkanuysal.com.tr

10+ years experience in Product Design for mobile and web.

Both as in-house designer and as a consultant, I've worked as a part of both small and big teams in start-up, scale-up and more corporate environments.

I have experience on defining a product or service strategy with stakeholders, building up a design team, setting/improving design & delivery process, iterating the design with data, executing it with a team for financial services, telecommunication and e-commerce sectors for clients such as Visa EU, Apple, and Coca-cola.

Sep 2019 - Present

Lead Experience Designer

TomTom

Amsterdam - Netherlands
www.tomtom.com

- Leading route planning domain for Automotive, app and web products.
- Translating complex navigation problems into safe delightful experience.
- Working closely with Product Owner to define the product strategy within roadmap and to maintain product backlog for navigation products
- Pioneering "empowered teams" to increase collaboration with developers, designer, product managers and internal stakeholders.
- Working closely with research team for early validation of concepts.
- Introducing design sprint to solve big problems and encourage innovation.

Sep 2018 - Sep 2019

Lead Designer

DIG

Amsterdam - Netherlands
www.digitalinsurance.io

- Building a design team, defining design delivery process, mentoring the team and working as hands-on UX designer.
- Setting clear goals and expectations for the team and for stakeholders. and delegating tasks and set deadlines for the design team.
- Working closely with Product Owner and Project Manager to define the product strategy within roadmap and to maintain product backlog.

June 2017 - August 2018

Lead Designer

Twill Logistics

The Hague - Netherlands
www.twill.net

- Building a design team and increasing the design awareness within the company by providing transparent process.
- Working closely with Product Manager to define the product strategy within roadmap and to maintain product backlog.
- Driving user research: preparing expert reviews, creating prototypes for testing, preparing test procedure, leading test sessions.
- Conducting stakeholder, user interviews, and focus groups to define business and consumer needs and synthesized findings for process improvement and innovation.

Nov 2015 - May 2017

UX Lead

Commencis

(Formerly Monitise)

Turkey / UK
www.commencis.com

- Leading group of 5 UX designers and preparing design briefs, giving estimations and checking the quality of design deliveries.
- Organized regular review sessions with the project team to help the design discipline grow within the organization.
- Supporting the sales department for new clients by giving detailed information about our department process and capabilities.
- Planning and implementing actions to improve internal department processes and relations with other departments within the company.

Feb 2014 - Oct 2015

Sr UX Designer

Commencis

(Formerly Monitise)

Turkey / UK

www.commencis.com

- Worked in multiple projects and proof of concepts, creating personas, user journeys, detailed wireframes & working prototypes.
- Collaborated with business analysts, visual designers and developers to carry a project from concept to implementation.
- Conducted user research and usability studies at different stages of projects, and prepared detailed reports.
- Collaborated with clients to understand stakeholder needs and guide expectations for the end product.

Mar 2011 - Feb 2014

UX Designer & Design Researcher

UTRLAB

Ankara - Turkey

www.utrlab.com

- Drove user research on multiple projects: prepared expert reviews, created prototypes for testing, prepared test transcript, led test sessions.
- Conducted stakeholder, user interviews and focus groups to define business and consumer needs and synthesized findings with detailed report.
- Created concepts, process flows, information architecture, customer journey, sketches, wireframes and interactive prototypes.

Nov 2009 - Marc 2011

Freelance Designer

Como - Italy

Ankara - Turkey

London - UK

- Worked on game project with London educational organization to simplify the chemistry and physics education for elementary school.
- Worked on business model of Design academy to improve the profitability and recognition level of it. Conducted benchmarking and trend research.
- Collaborated Como based design office and design websites and printed materials for the exhibition and marketing purposes.
- Worked with a local organisation in Ankara to design a template for a monthly magazine called SolfaSol.

EDUCATION

Sep 2009 - Jun 2012

MSc Service Design

Politecnico Di Milano

GPA : 103/110

Milano - Italy

www.pssd.polimi.it

- Worked on problem finding & setting and reframing a design problem, managed complex projects through research, analysis, creativity and testing, through co-designing and prototyping.
- Created design solutions and forms of innovation through the coordination of people, stakeholders, places and processes as integral parts of a solution.
- Participated in 10+ group projects in multidisciplinary and international environment tutored by significant designers from big companies such as Ideo, Frog and Design Continuum.

Sep 2005 - Jun 2009

BSc Industrial Design

Middle East Technical University

GPA : 3.02/4.00

Ankara - Turkey

www.metu.edu.tr

- Focused on design research, concept generation, idea development, product design, product visualization and design communication.
- Collaborated with actual firms and experienced about brand identity, product line and production technique with design management.
- Worked with Designum for graduation project which is Digital Cooking Unit for novice user.

TOOLS & SKILLS



Skills

Service Design, Product Strategy, User Research, UX Design, Usability Testing, Prototyping



Applications

Figma, Sketch, Axure, Proto.io, Invision, Adobe Illustrator, Adobe Photoshop, Adobe Indesign, Omigraffle



User Research

Contextual Inquiry, Think Aloud Usability Studies, Heuristic Evaluation, Cognitive Walkthrough, Storytelling, Customer Journey, Personas, Wireframes



Languages

TURKISH Native ENGLISH Fluent ITALIAN Beginner

ONLINE PORTFOLIO

www.volkanuysal.com.tr

Due to confidentiality agreement my recent projects are not shared here. Case studies of recent projects can be presented on request.