

AYKUT GÜRKAN

Product Designer

Summary

Product designer and UX Enthusiast with high communication skills. Able to take ideas from concept to wireframe to prototype to production.

Work Experience

Mahrek Teknoloji - UX & UI Lead designer

September 2017 - Present

Currently, I lead a team maintain the internal style guide & implement new design patterns on web & mobile. I create prototypes for IoT solutions, oversee production specs & facilitate design reviews with stakeholders across all apps. I collaborate closely with product managers, developers, researchers and the marketing team.

Ekmob - UX Consultant

March 2017 - September 2017

I led the research, prototyping, usability testing and design of Ekmob app for current & new markets. I also helped the MVP Ekmob CRM & Sales app experience. During this time I worked collaboratively with PM's, engineers and stakeholders to utilize a human-centric design approach.

Yello Agency Istanbul - UX & UI Designer

June 2014 - August 2017

Create and apply design strategies across branding and product design. Refine design directions and finalize design details. Lead the planning and structuring of deliverables.

Clockwork Agency Istanbul - Sr. Art Director

Februar 2013 - June 2014

I designed, developed and launched many Websites especially for McDonalds and McCafe. I created all marketing materials for McDonalds as well.

Elephant Seven / Publicis - Screen designer

June 2009 - December 2012

Focused on branding identity design for clients such as Allianz, Montblanc and Mercedes. Worked closely with Design Director and Strategy team to create the visual solutions.

Education

Communication Design & Multimedia

2004 - 2008

Technical Art School of Hamburg (HTK)

Relevant Coursework: Typography, Web design, Motion Graphics, Photography, Branding design, Illustration, Animation, Advertising

Info

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Skills

User Experience Design

User Interface Design

HTML & CSS

Product Management

User Research

Usability Testing

Google Analytics

Tools

Sketch

InVision

Zeplin

Proto.io

Photoshop

Illustrator

After Effects

Indesign

Keynote

Webflow

Awards

Altın Ömücek

Awwwards

IF Award

Annual Multimedia Awards

IMA & Horizon Awards

Language

Turkish

German

English

Certificate

UX Methodology

Digital Marketing School Istanbul

Clients

McDonald's

Coca-Cola

Alarko

PayU

Sabancı Holding

Allianz

Montblanc