

Emine Karasahin

UX/UI Designer

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I am open to innovations and willing to learn, and I strive to constantly improve myself. I like to cooperate and I think I am successful in teamwork. At the same time, I think that I am competent in taking initiative when necessary and in concluding things quickly and practically.

Experience

Oct 2024 - Now

Freelance UX/UI Designer

| Sipay, İstanbul

- Developed comprehensive user flows and managed the visual design processes for Sipay's corporate application and web platform.
- Conducted front-end design and UX research to enhance user experience.
- Built the information architecture and developed an efficient design system for the application.
- Actively contributed to the design process of a payment platform offering customized payment solutions for corporate clients, featuring virtual and physical POS capabilities for easy payment processing.
- Optimized the design to meet both functional and visual needs of the application's users.

June 2023 - Now

UX/UI Designer

| Softglobal, İstanbul

- **Optimizing Workflows and Modernizing Tools**
I optimized our workflows by enhancing the way we work. Modernized our design and collaboration tools, migrating all projects to new platforms (Miro, Figma, Jira), and strengthened interdisciplinary collaboration across various teams.
- **Establishing a Design System and Corporate Identity**
Created a comprehensive design system to establish a corporate identity, ensuring visual consistency and alignment with the brand's values.
- **Successful Multi-Project Management**
Managed 5 projects simultaneously, providing effective leadership and coordination at every stage of the project lifecycle. Developed strategic approaches to time management and prioritization to ensure successful project delivery.
- **Responsibility for Product Flow and Design**
Responsible for the flow and design of the following products:
 - Virtual POS
 - Connection Payment
 - Wallet
 - Commission Settings
 - Fraud Prevention Tool
 - Automatic Payment Instruments
- **Participation in Acceptance Testing and Feedback Management**
Actively participated in acceptance testing, carefully reviewing and addressing feedback from tests and user insights to implement necessary improvements.

June 2022 - June 2023

UX/UI Designer

| Userspots, İstanbul

- **TEB Bank – User Interface Optimization**
 - Led user interface optimization initiatives for TEB Bank's digital platforms, focusing on enhancing user experience, accessibility, and usability.
 - Analyzed user feedback and behavior data to implement user-centered design improvements, resulting in more intuitive and seamless interactions.
 - Conducted and analyzed in-depth user interviews and surveys, generating actionable insights.
 - Integrated findings into the product and service development cycle, contributing to the delivery of more user-friendly and efficient solutions.
- **GreenX Project – Mobile Web Design Adaptation**
 - Adapted all web designs for the GreenX Project to be fully responsive and mobile-friendly, significantly improving mobile user experience.
 - Applied responsive design principles to enhance accessibility and ensure consistency across multiple devices and screen sizes.
- **Brand Design Presentations & Custom Solutions**
 - Delivered high-impact design presentations for various brands in line with sales team requirements, ensuring high client engagement and alignment with brand strategies.
 - Contributed to the website design for the Paraşüt brand, focusing on optimizing the user interface to enhance usability and customer interaction.
- **Design Thinking Workshops & Guide Development**
 - Participated in Design Thinking workshops for Akbank and Arçelik, supporting collaborative ideation and user-centered design processes.
 - Played an active role in developing practical user experience guides to facilitate innovative thinking and improve product design approaches within the teams.
- **İş Bankası – Internal App (İşim) Improvement Process**
 - Conducted user interviews and usability testing for İş Bankası's internal application, İşim, aimed at enhancing employee experience.
 - Analyzed user feedback and transformed insights into improvements for workflow efficiency and application usability, contributing to a more productive digital workplace environment.

Feb 2022 - June 2022

UX/UI Designer Intern

| Userspots UX School, İstanbul

- After evaluating my professional journey and career goals, I have decided to transition into the field of User Experience Design. By leveraging my past design experiences in the dynamic digital world, I am focusing on researching and enhancing user experiences. With a vision of continuous self-improvement and lifelong learning, I am excitedly stepping into this thrilling career path

Aug 2019 - Feb 2022

Co-Founder and Creative Director

| Monine, İstanbul

- Co-founded Monine, a women's jewelry brand specializing in handcrafted silver and gold pieces produced by skilled female artisans.
- Led the end-to-end product development process, from sourcing raw materials to overseeing design, prototyping, and final production, ensuring the highest quality standards.
- Managed the brand's identity, including concept development, logo design, packaging design, and the creation of a cohesive visual strategy across all platforms.
- Directed social media strategy, including content creation, photography, and editing for Instagram and the official website, resulting in increased engagement and brand visibility.
- Oversaw e-commerce operations, managing online sales channels, order processing, and logistics to provide a seamless customer experience.
- Took ownership of customer relationship management, promptly addressing customer inquiries, feedback, and complaints to ensure satisfaction and foster brand loyalty.
- Implemented continuous improvements based on customer feedback, refining both product offerings and service processes to enhance user experience and drive customer happiness.
- Collaborated closely with the design and production teams to maintain craftsmanship quality, while ensuring the brand's values of authenticity and sustainability were upheld.

May 2018 - May 2021

Senior Graphic / Print Designer

| Triko Mısırlı, İstanbul

- Conducted research and analyzed trends to develop innovative patterns and graphics aligned with the brand identity.
- Created design concepts based on brand requirements and seasonal themes.
- Produced designs using both hand-drawn techniques and digital design tools.
- Developed strong knowledge of various fabric types, printing techniques, and color applications to ensure high-quality design execution.
- Managed all stages of the product design process, from concept development to prototype review.
- Communicated effectively with suppliers and performed quality control checks throughout the production process to ensure standards were met.
- Coordinated with team members to ensure timely project delivery and successful completion.
- Maintained organization and efficiency in the workshop by overseeing order and streamlining workflow.

Apr 2016 - May 2018

Visual Merchandiser

| Mavi, İstanbul

- Managed the performance and operational processes of a 9-person team under my supervision.
- Oversaw coordination with interior designers during new store openings, ensuring alignment with brand standards and project timelines.
- Executed all window displays, interior layouts, and visual merchandising for 30 stores under my responsibility.
- Directed the operational activities of the stores, including staff training and development to ensure consistent visual and operational standards.
- Implemented seasonal concept display projects, aligning visual strategies with brand identity and marketing objectives.
- Delivered sample window displays and visual merchandising applications across all regions to ensure uniform brand presentation.
- Ensured window display designs were in line with brand guidelines, while managing and following up on necessary adjustments in interior layouts.
- Prepared and maintained monthly and weekly calendars, setting targets and generating actual performance reports for continuous improvement.

Sep 2015 - Apr 2016

Print Designer

| Pina, İstanbul

- Implementation of various surface and print design techniques in accordance with company sales targets.
- Designing digital patterns using Adobe Illustrator and Photoshop applications.
- Ensuring coordination with different business units during the production phase.
- Control of production outputs

Sep 2012 - Apr 2014

Visual Merchandiser

| Bershka (Inditex Group), İstanbul

- Worked as a Visual Merchandiser at Bershka, part of the global Inditex Group, ensuring brand guidelines were effectively implemented in-store through visual displays and layout strategies.
- Executed visual merchandising applications in line with directives and reports received from the Bershka headquarters in Spain, adapting them to local customer preferences and store dynamics.
- Organized and maintained creative window displays and interior setups to enhance product visibility, maximize sales, and deliver an engaging customer experience.
- Provided product and category training to store teams, ensuring staff were knowledgeable about current collections, product placement strategies, and visual standards.
- Played an active role in maintaining consistency in visual presentation, contributing to a cohesive and dynamic brand identity within the store.
- Monitored sales data and customer behavior to optimize product placement and layout, supporting the achievement of store targets and enhancing the overall shopping experience.

Education

2011 - 2015
Bachelor's Degree

Textile Design

| Marmara University Faculty of Fine Arts, İstanbul

2008 - 2011
Bachelor's Degree

Textile

| Süleyman Demirel University Faculty of Engineering, Isparta

Skill

UX

| Figma ██████

| Invision █████

Adobe CC

| Illustrator ██████

| Photoshop █████

Other

| Miro ██████

| Airtable ████

Hobbies

| Board games

| Horticulture

| Hiking