



Selinay Iblikci

UI/UX Designer

selinay.iblikci@outlook.com

+31 643001171

[linkedin.com/in/selinayiblikci/](https://www.linkedin.com/in/selinayiblikci/)

I am an experienced UI/UX designer, creating user-centered designs that surpass audience expectations.

My portfolio showcases my expertise in research, wireframing, and consistently delivering exceptional results.

Professional Experience

Areal AI | San Francisco, ABD | Remote

January 2024 - May 2024

AREAL.ai provides AI-driven document processing and data extraction solutions for the lending and title sectors, boosting efficiency and underwriting capacity.

As a UX Designer at AREAL.ai, I led user research and interface design improvements, significantly enhancing product usability and customer satisfaction.

- Managed user research and interface design improvements, significantly enhancing product usability and customer satisfaction.
- Transformed the client onboarding process, reducing time-to-completion by 30% through strategic UX redesigns.
- Increased user satisfaction ratings by 25% by implementing intuitive navigation and interaction designs based on thorough user feedback.
- Led a cross-functional team to develop and implement an innovative feature set, resulting in a 15% increase in daily active users.
- Improved the mobile application's accessibility, resulting in a 20% increase in user retention among differently-abled users.
- Initiated and led a successful A/B testing strategy, increasing conversion rates by 10% through iterative design improvements.

Optimus Software | Istanbul, Turkiye | Hybrid

December 2022 - June 2023

Optimus Software unites a seasoned software and support team to provide reliable, fast, and solution-focused services familiar to its customers.

As a UI/UX Designer at Optimus Software, I revitalized user interfaces across key platforms, leading to a 35% improvement in customer satisfaction and engagement, and played a pivotal role in streamlining project workflows, significantly enhancing the efficiency of solution delivery.

- Oversaw the entire design process, collaborating closely with cross-functional teams to deliver a seamless and memorable end-to-end user experience.
- Effectively communicated and collaborated with developers, product managers, and stakeholders to ensure timely and budget-conscious project delivery.
- Utilized expertise in user research, prototyping, and design to develop innovative solutions that drove business outcomes and enhanced the overall user experience.

Datamind offers comprehensive data products and services, including AI, data science, and data engineering solutions, tailored to meet diverse client needs.

As a **UI/UX Designer at Datamind**, a company accelerating competitive advantage with end-to-end data products and services tailored for AI, data science, and engineering needs, I spearheaded the development of intuitive, user-centered digital solutions. My leadership in user research and design initiatives significantly enhanced product usability and customer satisfaction, driving substantial business growth and user experience improvements across various projects.

Digital Product Development at Datamind

- Led the development of intuitive, user-centered digital solutions, significantly improving product usability and customer satisfaction.
- Collaborated with the software team, focusing on designing and developing digital products for institutions.
- Held one-on-one user interactions to inform design decisions, ensuring solutions met real user needs.
- Managed the entire design process, leading to successful project deliveries within time and budget constraints.
- Leveraged expertise in user research, prototyping, and design to innovate and enhance user experience.
- Focused on creating solutions that drove business results and improved users' lives through a deep understanding of their needs.

Additional Skills and Achievements:

- Expertise in visual design, maintaining consistent design language, typography, color schemes, and imagery to create aesthetic websites.
- Skilled in using Figma for wireframing and prototyping, ensuring high-quality design and brand consistency.
- Strong analytical skills, with the ability to develop and manage design metrics for performance optimization and SEO enhancement.
- Proven track record in project ownership, ensuring adherence to design standards and achieving business goals alignment through effective web design.
- Expertise in Canva for creating visually appealing designs and presentations, ensuring brand consistency and high-quality deliverables.
- Highly detail-oriented and creative, with excellent problem-solving abilities and adaptability to client needs.
- Effective in communication skills and team collaboration, with a focus on stakeholder engagement to build high-converting websites.
- Knowledgeable about advertising technology, machine learning insights, and staying ahead of industry trends to enhance user interaction.

Education

Atılım University | Industrial Design

2018-2023 (Drop-out 4th Grade)

Bilgi High School | Science

2012-2016

Certifications

Google Certifications | Foundations of User Experience (UX) Design

LinkedIn | Using AI in the UX Design Process

Skillup.co | Digital Marketing Strategy