



# Tayfun Şahin

Senior UX Designer & Researcher

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📍 Kadikoy, Istanbul

## EDUCATION

- 2015 - 2020  
**Management Engineering (%30 English)**  
Istanbul Technical University [www.itu.edu.tr](http://www.itu.edu.tr)
- 2011 - 2015 (Undergraduate Transfer)  
**Computer Engineering (%30 English)**  
Istanbul Technical University [www.itu.edu.tr](http://www.itu.edu.tr)

## EXPERIENCES

- February 2023 - Ongoing (10 months)  
**Senior UX Designer**
- February 2022 - February 2023 (1 year 1 month)  
**UX Designer**
- August 2021 - February 2022 (7 months)  
**JR. UX Designer**  
[Userspots, www.userspots.com](http://www.userspots.com)
  - **Petrol Ofisi Credin Project (Ongoing):** Making benchmark, conducting user interviews and creating dijital onboarding, in-app screens and web responsive wireframes.
  - **Garanti Yatirim (Ongoing):** Making benchmarking and working on the requested screens, conducting user interviews, performing usability testing, researching the new features to be added and designing a responsive screens.
  - **TEB (Ongoing):** Making benchmark; redesigning non-secure & semi-secure app screens as wireframes, doing and presenting research on open banking.
  - **Derimod:** Making benchmarking, conducting user and store employee interviews and creating responsive wireframes.
  - **Fuudy:** Creating the restaurant detail and basket screens as wireframes, analysis of filtering and search screens by benchmarking.
  - **Betek Boya:** Making expert analysis and benchmark, creating responsive wireframes form and report screen.
  - **Vodafone Yanimda:** Analysis with 10 usability heuristics on the change plan to be made through the application and making recommendations by benchmarking.
  - **Teknosa IVR:** Conducting tree testing, analysis of user responses.
  - **VISA Business Card Usability Research Project:** Making benchmark, performing and analyzing usability testing.
- August - September 2019  
**Summer Internship**  
[Delphi Technologies www.delphi.com](http://www.delphi.com)
  - Observing production processes, quality control, production optimization, sales processes, distribution systems and material procurement processes.

## LANGUAGE

- Turkish Native
- English Advanced

## INSTRUCTOR

- March 2023 - Ongoing  
**Userspots UX Training** *Wireframing, Prototyping*
  - I trained the people who attended Userspots UX Training about wireframing and prototyping.
- May - June 2023  
**İş Bankası Future Hub** *Prototyping, Mentorship*
  - I trained and mentored the students in İş Bankası Future Hub program for the projects they developed during their education.
- May - June 2023  
**Tüpraş UX Training** *Prototyping, Analysis & Idea Development*
  - I trained the Tüpraş employees about prototyping and analysis & idea development.
- April - June 2023  
**Akbank Design Thinking** *Mentorship*
  - I mentored the Akbank employees for the projects they developed.
- March 2023  
**Vestel UX Training** *Prototyping, Analysis & Idea Development*
  - I trained the Vestel employees about prototyping and analysis & idea development.
- January - February 2023  
**Akbank Young Academy** *Prototyping, Usability Testing*
  - I trained the IGA employees about prototyping and usability testing.
- January 2023  
**ILAB Design Thinking** *Mentorship*
  - I mentored the ILAB employees for 2 full days as part of the training.
- January 2023  
**IGA UX Training** *Prototyping, Analysis & Idea Development*
  - I trained the IGA employees about prototyping and analysis & idea development.
- December 2022 - January 2023  
**Innovative Internship Program** *Prototyping, Mentorship*
  - I mentored the students in Anadolu ISUZU internship program for the projects they developed during their education.
- December 2022 - January 2023  
**UX Training** *Prototyping, Mobile UX and Interaction, Mentorship*
  - I mentored the students who wanted to learn UX in Samsun for their individual projects. I trained on Prototype and Mobile User Experience and Interaction.

November 2022 - January 2023

### Akbank Design Thinking *Mentorship*

- I mentored the Akbank employees for the projects they developed.

October 2022

### TEB Design Thinking *Mentorship*

- I mentored the TEB employees for 2 full days as part of the training.

October - December 2022

### Userspots UX Okulu *Prototyping, Mentorship*

- I gave prototype training to the students who participated in the Userspots UX Okulu, and mentored their projects every week for 2 months.

April 2022

### Bir Fikir Kap *Prototyping*

- I trained on prototyping to support projects accepted in Bir Fikir Kap entrepreneurship competition.

## WORKSHOPS

June - August 2021

### UX Training

*Userspots www.userspots.com*

- User research techniques, in-depth interview and question preparation, usability testing, persona creation, idea development techniques, idea visualization techniques, basic design principles, mobile screen design, design language and library creation.

June - August 2021

### Applied Figma Training

*Userspots www.userspots.com*

- Wireframing, interactions, hi-fidelity design, low-fidelity design, prototyping, design system and creating a project on Figma.

November 2020

### ADvise Advertising Academy

*BUİK advise.buik.net*

- Creating in strategy and workshop, creative idea generation methods and workshop, discussions on strategic planning, creative team departments and agency management.

February 2020

### Copywriting Workshop

*Üretimhane www.uretimhane.com.tr*

- Discussions and practices on creative process and brief, narrative theory, storytelling, campaign development, copywriter's responsibilities and guerrilla marketing.

## AWARDS

February - March 2021

### Jr. UX Designer

*Userspots www.jr.uxdesigner.com*

- First prize in Userspots Jr. UX Designer case study competition about user experience research focusing on desktop research, user research, user-focused design, prototyping & usability testing processes.

November 2020

### Onyargisiz Ideathon

*PWN Istanbul www.pwnistanbul.net*

- First prize with the symbol idea aimed at balancing gender equality in advertisements developed as a group in the ideathon competition organized by PWN Istanbul to remove prejudices in gender equality and to spread bias-free communication.

## CERTIFICATIONS

November 2020

### Fundamentals of Digital Marketing

*Google Digital Garage learndigital.withgoogle.com*

- Building website, SEO, SEM, web analysis, local marketing, e-mail marketing, mobile experience and advertising, display advertising, social media planning and marketing, e-commerce, international digital marketing.

October 2020

### Akbank Unichallenge+ Digital Student Works

*IAB TR www.unichallenge.net*

- Content management in social media, digital transformation, mobile advertising, in-game advertising, strategic planning, Google ads, platform strategies, influencer marketing, AR/VR marketing, examining case study, creating a campaign as a group.

## TOOLS

