



EKIN AYDEMIR

PRODUCT DESIGNER

www.ekin.works <https://duck.rocks>

mraydemir45@gmail.com

EDUCATION

2018-2022
Ankara/Turkey

Middle East Technical University - Product Design

2015-2018
Ankara/Turkey

Middle East Technical University - Mechanical Engineering

EXPERIENCE

May 2024 -
Ongoing
İstanbul, Turkey

Founder & Product Designer, duck rocks

As the founder and product designer of Duck Rocks, I have spearheaded the company's vision. Duck Rocks has involved cross-functional team collaboration, ensuring that every product aligns with our business goals and customer needs, while also upholding the highest standards of design excellence.

June 2023 -
August 2024
İstanbul, Turkey

Product Designer, BiTaksi

I serve as the solo Product Designer at Bitaksi, a platform dedicated to facilitating taxi discovery services. My role encompasses a spectrum of responsibilities, including conducting user testing, engaging in regular consultations with taxi drivers, conceptualizing and prototyping solutions, and ultimately, enhancing our design system to align with the evolving requirements of our organization. I am entrusted with overseeing and managing the comprehensive design process at Bitaksi.

May 2022 -
April 2023
İstanbul, Turkey

Product Designer, Appcent

I work remotely as a product designer. My tasks include talking to stakeholders and understanding their product needs, making and running workshops, drawing wireframes, establishing a design system, prototyping, creating finalised user interfaces based on research and observations. I've been working closely with the developers during this process.

Oct 2021 -
Ongoing

Product Designer, Upwork (Self employed)

Yacht Cloud - User Interface Design, Self Employed (Jan 2022 - July 2022)
Odincity - User Interface Design, Self Employed (Oct 2021 - Feb2022)

GRADUATION

Aug 2021 -
Dec 2021
Palo Alto, USA

User Experience Designer, Code2

I did the business analysis, usage analysis, competitive analysis, researched and examined other no-code platforms. I found the points that can make Code2 different and I've created the user profile that we need to focus on. I have also created website templates for different business areas. During my time here I've worked both on visual interface design and research.

Mar 2021 - Jun
2021
Istanbul, Turkey

Product Designer, Radity

I worked remotely as a UX designer. I started my UX career with Radity. I had the opportunity to work with very experienced designers. During this period, I've worked on from market needs analysis, competitive research, benchmarking, to final UI design and animation.

ACHIEVEMENTS

- 2022 - Dubai **Prototypes for Humanity, Participant**
- 2021 - Turkey **Design Week Turkey, Participant**
- 2020 - Taiwan **Taiwan International Design Competition, Finalist**

COURSES & CERTIFICATES

Create Amazing Color Schemes for Your UI/UX Design

By Arash Ahadzadeh issued with Udemy

Information Visualization: Getting Dashboards Right

By Interaction Design Foundation (IxDF)

Visual Design

By Interaction Design Foundation (IxDF)

Design for the 21st Century with Don Norman

By Interaction Design Foundation (IxDF)

Foundations of User Experience (UX) Design

By Google issued with Coursera

Digital Product Design: UX Research & UI Design

By Rob Sutcliffe issued with Udemy

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