



Cem Akca

UX/Product designer

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Amsterdam, NL

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A designer with **3 years of experience**, I am the **bridge** between what a user needs and what the business wants to achieve. My expertise covers the **whole product cycle**, and I love to collaborate and improve my work with **feedback**. I am experienced in **UX research, prototyping, UI** and **design systems**.

WORK

Yellowtail CONCLUSION

UX Designer

May 2021 - Present

Designing user-friendly and impactful products for the Dutch fin-tech industry. Working agile with product teams, prototyping and user testing. Designing components, introducing new components to clients design systems. Active in user research, discovery, usability testing.

Working on full product cycle with devoted product teams, also working for continuous improvements and pushing new features to released products.

Clients include: ABN Amro, De Hypotheker, Triodos Bank, APG, PGB, a.s.r verzekeringen and more.

5CA

UX & Visual Designer

October 2020 - May 2021

Was responsible for creating digital content both for internal and external channels. Also was responsible for multiple UI/UX projects. Played an active role in RFP's by creating personalized webpages for our clients. Designed internal visual content & graphic design (animations, videos, banners, illustrations).

Was a part of rebranding, including creating a new website and new digital assets for our social media channels.

Heineken

Internship Visual Design & Content Creation

Feb 2020 - Jul 2020

Completed a full time Internship during my Masters in the global IT headquarters at Heineken. I was responsible for creating digital content and visual design for internal platforms. Designed banners and digital content for internal events and launches (F1, Champions league etc.)

Worked on improving the UI/UX design of the beer and tech website (IT department's engagement and event announcement website)

EDUCATION



M.A. (Master of Arts) New Media & Digital Culture

University of Amsterdam
2019 - 2020



B.A. (Bachelor of Arts) Visual Arts & Media Studies

Koc University (Istanbul)
2014 - 2018



Exchange Student in Media & Communication

VU Amsterdam
2017

LANGUAGES



Dutch

Fluent

Super proud to say I currently work fully in Dutch.



English

Fluent

Studied fully in English, almost as good as native.



Turkish

Native speaker

SKILLS

Design Skills

UI, Design Systems, Wireframing, Prototyping, User research, Usability testing, User flow, Customer Journey Mapping, Persona, Visual Design.

Soft skills

Stakeholder management, Negotiation, Presentation, Collaboration, Empathy, Working with feedback, Communication.

Tools

Figma, Sketch, Adobe XD, Invision, Photoshop, Illustrator, InDesign, XD, After Effects, Microsoft Office

Diversity & Inclusion

I am currently leading the D&I committee at my current company, where we create initiatives to increase and promote our D&I for POC, LGBTQ+ and expats.

HOBBIES

Ping Pong & Tennis

Used to play professional ping pong when young, I am still rocking it. Also playing tennis with friends.

Hip-Hop Music

Huge fan of production, festivals, concerts, lyrics, collecting vinyls. Getting into beatmaking slowly and steady.

Traveling

Interrails, long Asia trips, low-budget travels. I have visited over 30 countries and still going strong.

Food and Cocktails

As a Turkish person, food is everything. I love trying new recipes, exploring new places for the food blog of my girlfriend