

PROFILE

I am a multidisciplinary designer specialised in **Service Design** and **UX/UI Design**.

I have an extensive experience in end-to-end product design and transforming the service delivery experience for both customers and organisations.

I take into account the interplay between the physical and digital world, of various ecosystem touch points, and of different user groups to design holistic experiences.

INFO

+44 (0)20 8638 8938

hezgiece@gmail.com

London, United Kingdom

Turkish & British

LANGUAGES

Turkish Native speaker

English Fluent

Italian Intermediate

SKILLS

SERVICE DESIGN & STRATEGY

- Define the product model and future vision
- Align the needs of customers, service providers and stakeholders.
- Generate concepts and describe North Star experiences with prototypes and narratives
- Work with data analysts, developers, project managers and marketing

USER RESEARCH

- Needfinding
- Research using the methodology best tailored to each specific use case
- Utilise insight frameworks including maps, mindsets, user archetypes, and principles

UX DESIGN

- Define the interaction model
- Craft wireframes and prototypes

UI DESIGN

- Convey a structure and draw people in
- Express meaning and style into the content
- Create layouts, images, illustrations, UI style sheets, high fidelity digital mockups and animations

PRODUCT DESIGN

- CAD, rendering, and 3D printing
- Mechanical design; bill of materials optimisation; productionisation

TOOLS

Sketch, XD, InVision, Flinto, After Effects, Photoshop, Illustrator, Indesign, HTML, CSS, JavaScript, Solidworks, KeyShot, Maya

SELECTED WORK EXPERIENCE

UX / UI Designer | London | 2020 - present

Sipexa Flow & Sipexa Cloud

UX & UI design for a desktop and mobile app that generates and configures online forms, workflows, ticketing systems, and system reports, as well as for a collaborative storage app on the cloud.

- Addressed the challenges of building a groupware app where teams gather and get work done.
- Market and user research; workflow analysis and optimisation; acquisition of user feedback.

Service Designer | London | 2017 - 2020

BlockDox Winner of Innovate UK funding and of multiple awards

End-to-end design for an IoT solution for office and commercial spaces. Design of interconnected and interdependent systems consisting of physical and digital artefacts, human actors, technology touchpoints, and infrastructure that offer a holistic user experience.

- Product design of IoT devices: concept design; product and mechanical design; prototyping; customisation and retrofitting for different environments and use cases, both indoors and outdoors. Transition to mass production and mass installation; optimisation of the bill of materials and cost cutting.
- UX/UI design of applications: an installation app covering initial setup and customers' ad-hoc customizations and a daily use app which conveys monetizable business intel in real time, offers opportunities to dive into data analysis, and generates dynamic reports.
- Web, identity, and graphic design; marketing emails; pre-sales materials.

Passenger Count Supported by Department for Transport & partnered with Loughborough University

Complete rework of the BlockDox product to fit it to legacy transportation infrastructure (underground and overground train cars, buses, stations, etc).

- Research and implementation of the physical user experience for radically different use cases spanning different countries (UK, mainland Europe, China, and more). Study of passenger behaviours and patterns, the underlying cultures, and mental models around the world.
- Bridge the gap between disconnected transport providers and create a seamless single interface to all.

Art Director, Contractor | Remote | 2016 - present

NOTB Events & Conferences Organisers of multiple yearly events, awards and conferences including *Enfranchisement & Right to Manage Awards, Property Management Awards, London Leasehold Conferences, Manchester Leasehold Conferences, Property Law Conferences and Knowledge Bank events*

- Visual design lead for corporate events; supervision of print production on diverse media as well as digital publishing; supervision of contractors.
- Redesigned multiple websites to elevate the events; personalised marketing via e-mail and social media.

News on the Block Online and print publishing for bimonthly magazine for property management

- Created clean, engaging design layout for online and print publishing; information design; advertising.

Design consultant | London | 2013 - 2016

- Created visual designs for a multitude of small and medium businesses throughout the full product lifecycle, ensuring a compelling look and feel that meets branding, business and user requirements. Worked with clients to gather and define requirements, establish scopes and manage project milestones. Collaborated with creative teams & developers to complete projects on tight deadlines.
- Involved in the whole process from product conception to launch for multiple apps.
- Coordinated, created and scheduled content, designs, and periodic updates to companies.
- Contributed to the evolution of visual design practices as they apply to the implementation of standards, interaction, color, typography, artwork, and all other interactive expressions of the user experience and brand. Developed creative designs for marketing packages.

Alt Splash Creative Studio | London | 2013 UX/UI design, graphics & web design.

ISUZU | Istanbul, Turkey | 2012 Concept design for an autonomous public transport bus examining the emerging trends in the medium term future. *Multiple patented inventions granted.*

Bertolotto | Turin, Italy | 2011 Green design of a hotel door with multimedia integration.

EDUCATION Degree in Industrial Product Design

Istanbul Technical University | Turkey | 2007 - 2012

Faculty of Architecture / Industrial Product Design

Politecnico di Torino | Italy | 2011

Erasmus / Product Design & Visual Communication

CERTIFICATES

Service Design

Interaction Design Foundation

Responsive Website Basics

University of London & Goldsmiths

Interaction Design Specialization

University of California, San Diego

Web Design and Graphic Design

Information Technologies, Istanbul