SEDEF SEZGINER

UX / UI Designer

27 yrs - Driving license - Bordeaux (33300), France

sedef.sezginer@hotmail.com Linked**in** **0674242948**

As a 360° designer specialized in UX / UI Design, I collaborate with multidisciplinary teams applying agile and UX methodologies, while demonstrating a strong digital sensibility. Possessing extensive skills in UX research and design, as well as high- fidelity UI prototyping, with a meticulous, ergonomic and innovative approach, it's important to me to place the user at the center of my designs in order to optimize their experience with a focus on clear, sensory and inclusive design.

My Portfolio :
https://2sdesignbysedef.com/

SIGNIFICANT EXPERIENCES

- **Cultura :** **UX Designer / UX Researcher,** pendant 8 mois
- **Davidson Aquitaine :** **UX / UI Designer,** depuis 1 janv. 2023
- **GFC PROVAP :** **UX / UI Designer - Digital Project Manager,** pendant 1 an et 8 mois
- **Studio Multimédia Sorbonne :** **UX / UI Designer & DA & Project Manager,** pendant 11 mois

💡 SKILLS

Social skills	
Creative & Innovative ●●●●◖	Adaptability ●●●●○
Teamwork ●●●●○	Autonomy ●●●●○
Meticulous ●●●●○	Initiative ●●●◖○
Project management ●●●●○	Team management ●●●◖○
Stress management ●●●○○	Communication ●●●●○
Dynamic ●●●●○	Step-Back skill ●●●●◖

Know-how	
UX Writing ●●●●○	UX Research ●●●●○
Design System ●●●●◖	Content System ●●●◖○
Co-design ●●●●○	Information architecture ●●●●◖
Accessibility ●●●◖○	Inclusive design ●●●◖○
Cross-disciplinary work ●●●●○	Design Thinking ●●●●○
Leading UX workshops ●●●○○	Design Sprint ●●●●○

Tools	
Adobe Creative Suite ●●●●◖	Sketch ●●●●○
Figma ●●●●○	Zeplin ●●●●○
WebFlow ●●●◖○	ZeroHeight ●●●○○
Sketchup ●●●●○	Marvel / Invision ●●●○○
ProtoPie ●●◖○○	Excel ●●●●○
Google Analytics ●●●●○	Mailjet ●●●●○
Mailchimp ●●●●○	Axure ●●○○○
Lightroom ●●●●○	A/B tasty ●●◖○○
Maze ●●○○○	LookBack ●●○○○

Code	
Python ●●◖○○	
HTML / CSS ●●●◖○	

CMS, B2B, B2C E-commerce	
Shopify ●●●○○	Prestashop ●●●◖○
Wordpress ●●●●○	SalesForce ●●◖○○
DocuSign ●●●●○	Slack ●●●●○
OpenSI ●●●●○	

📑 EXPERIENCES

CULTURA

April 2023 to
November 2023

Cultura
La culture avec un grand AAAH!

UX Designer / UX Researcher

Context

· UX audit Customer identification
· Maquettes Fidelity Program cultura.com
· Persona and Experience Map templates
· Strategic CX/UX support

Actions

• **Understand and analyze** quantitative and qualitative data
• **Conduct user research and internal interviews** to understand the problems and expectations of customer segments (personas)
• **UCD** (User-Centered Design) / **UX** (User Experience)
• **Synthesize collected data** into a defined output format
• **Measure** the fit between the value proposition and the needs of target customer segments **(VPD)**
• **Analyze** textual content and microcopy (UX Writing) to enhance the user experience through effective communication and orientation within digital products or services, thus improving ease of use.
• **Map the user path** of all touchpoints, analyzing the customer identification method according to ergonomic, RGPD and RGAA criteria.
• **Identify problems to be solved** and assumptions to be made in order to optimize the user experience and increase service conversions.
• **Create persona and experience map templates** in line with brand identity
• **Produce UI maquettes** that meet user needs.

Results

• **In figures :** +30 people met, 28 interviews conducted, 2 stores visited, 18 touchpoints analyzed, 14 criteria and cross-referenced.
• **Strategic UX audit** carried out and presented to the company's referents and directors
  > *https://behance.net/gallery/179996677/Audit-UX-pour-Cultura*
  > *https://drive.google.com/file/d/1kvBfDX00Xxg5O5NhsEVCbK4ux1z7FtwF/view?usp=sharing*
• **Layout of the new loyalty program** in Sketch/Figma
• **Integrating personas and experience map templates** into UX processes

Technical environment

Sketch / Figma / Miro / Teams / Kick-off / Macro plannings

DAVIDSON AQUITAINE

Bordeaux

Since January 2023

Permanent contract

DAVIDSON
CONSULTING

UX / UI Designer

Context

I joined Davidson Aquitaine's dynamic team at the beginning of January as a UX/UI Designer Consultant. I aim to improve digital transformation and meet the needs of user experience research and interface design with an ergonomic, thorough and inclusive approach.

Actions

• **Team and project management,** completing a project from specification to online launch
• **Agile, user-centric approach**
• **Adaptation to the customer's technical environment,** methodologies and design tools
• **UX Strategy Audit, UX Design Audit** - Analysis and synthesis with recommendations
• **Apply and evangelize UX methodologies and criteria** in the customer's product development process.
• **Lead and organize a digital project** using a project management methodology.
• **Animation of UX workshops ;** of discovery, empathy, (co)design, prioritization and critique.
• **Website design and/or improvement,** landing pages, wireframes, prototypes and high-definition screens with **a fluid, ergonomic user experience.**

Technical environment

Adaptation to the customer's technical environment and methodologies, as well as to his design tools , **Daily design tools :** Adobe Creative Suite, Figma, Sketch, Zeplin, ...
Everyday tools (management/communication) : Trello, Slack, CMS, ...
Methodologies : project management, agile methods, Crystal, SCRUM, specifications, Benchmarks, Gantt charts, ...

Company description

Founded in 2005, Davidson Consulting is a leading provider of management consulting and technological expertise. With a network of entities throughout France, Davidson is expanding and is now present in 5 countries in Europe and North America (Canada).

Corporate website

https://davidson.fr/

GFC PROVAP

May 2021 to
December 2022

Permanent contract

UX / UI Designer / Digital Project Manager

Context

I was a UI/UX designer & Digital Project Manager where I organized the digital transformation of the website, constantly improving it to create compelling and intuitive user experiences with a B2B strategy. I led all digital projects from A to Z with a cross-disciplinary team of 4-5 people, collaborating with the marketing team.

Actions

- **Creating a seamless, effective user experience** in B2B digital products with UX Writing
- **Organize and enhance** your company's **digital transformation** with a B2B strategy
- **Enhance and modernize brand identity** with a new digital guideline
- **Leading and managing a team** and completing a project, from specification to online launch
- **Creation of style, content and design guides** (UX Writing, Content & Design System) in collaboration with cross-disciplinary teams
- **With good creative skills,** come up with innovative ideas or effective strategies for solving problems.
- **Website design and improvement,** (Prestashop), interfaces designed with a user- centered UX approach respecting atomic 8-grid responsive design
- **Product and promotional design photography,** newsletters
- **Creation of videos and 3D animations**
- **3D stand design** for exhibitions and trade fairs
- **UX / UI Design :** > *https://behance.net/gallery/160861327/GFC-Provap*
- **Graphic design :**
  > *https://behance.net/gallery/160864359/GFC-Provap-Conception-Graphique*

Results

- Creation and development of new product ranges
- New features and UX improvements on the website that increased sales, visits and the quality of the user experience.
- Complete overhaul of the website's style and design, modernizing the brand's graphic identity
- Implementation and evangelization of style, content and design guides (UX Writing, Content & Design System)
- Better project management and communication within the design, marketing and development teams.

Technical environment

Daily design tools : Adobe XD, Illustrator, Photoshop, Indesign, Mailjet
Daily tools (management / stock) : OpenSi, Trello, Google Analytics, Prestashop
Methodologies : Project management SCRUM Rapide et Crystal style, Organization and follow-up on Trello, Competitive benchmarks, Communication on WeChat / Whatsapp Business

Company description

A Franco-Chinese e-commerce company that wholesales electronic cigarettes and e-liquids on a B2B basis and generates +70 million euros in sales / year, welcomes +7,000 users, and generates +1 million page views / month.

Corporate website

https://gfc-provap.com/fr/

STUDIO MULTIMÉDIA SORBONNE

Paris

September 2019 to July 2020

Professionalization contract

UX / UI Designer & DA & Project Manager

Context

The M2 MMI combines specialized courses and professional projects run by Studio Multimédia Sorbonne.

Actions

- **UX/UI Designer** for the MMI website and for an interactive floor within the Le Spot project for La Poste
- **MMI :** > *https://behance.net/gallery/98785017/UXUI-Design-pour-Master-MMI*
- **La Poste :**
  > *https://2sdesignbysedef.com/?pgid=jr3fvdqi6-8b65d8b9-b5c2-4fc0-a0bd-d8867d43ccb1*
- **Personas creation, User testing, Design Thinking**
- **Ubisoft :** Creation of an operating system for an Open World game
  > *https://behance.net/gallery/98792927/Data-Design-for-UBISOFT*
- **Artistic director and project manager** for Images Education
  > *https://behance.net/gallery/106976701/Images-Education*
- **Community Manager** (RS) for the MS-Prod agency
- **Organization** of travel to and participation in the **FITC in Amsterdam 2020** design conference

Results

- *https://my.matterport.com/show/?m=C4gPxvZdDFY*
- Le Spot, La Poste's interactive innovation space, offers digital experiences for the general public, customers, private individuals and professionals, to discover the innovation ecosystem of the group and its subsidiaries.

Technical environment

Everyday tools : Trello, Slack, Sketch, Zeplin, Figma, Adobe Creative Suite, Adobe XD
Methodologies : Audits, SCRUM, Gantt Chart, Specifications, Benchmarks, RACI Matrix, KPI, CQD Triangle, SWOT Matrix for project management, Agile Method, Design Thinking, Mapping, HMW Method, Ideation, Sprint Design, Sketch, Crazy 8, Heat Map, QQOQCC, UX Research, Personas, Journey Map/User Flow, AXE Method, Prototype for project

FONDS DE DOTATION LÉVÊQUE

Paris

February 2019 to November 2020

Fixed-term

Web Designer & Graphic Designer

Context

As part of the FDL family team, this part-time work experience during my M2 was in a sensitive and humanitarian field where I could put my versatile profile to good use as a CMS web designer, digital and print graphic designer, and photographer.

Actions

- **Creation and update of the website** on Wordpress with CMS, HTML, CSS
  > *https://2sdesignbysedef.com/?pgid=jr3fvdqi6-ff36c5d6-d14e-4d4a-80b9-a4ce477b71b3*
- **Design of visual identity, graphic charter and office tools.**
  > *https://2sdesignbysedef.com/?pgid=jr3fvdqi6-2f731aef-8428-4b5b-9983-4dbf3128d016*
- **Production of print and web communication media** (kakemono, poster, business card,
- brochure, presentation leaflet, Social Networks + Marketing Strategy), **sales catalogs** for on-site and online African art auctions.
  > *https://2sdesignbysedef.com/?pgid=jr3fvdqi6-e1d275aa-58dd-49b0-8395-31fee1ffa2ba*
  > *https://2sdesignbysedef.com/?pgid=jr3fvdqi6-143006e3-ef3b-4424-bd40-c4d2383f2512*
  > *https://2sdesignbysedef.com/?pgid=jr3fvdqi6-dc035b61-7f77-440f-9f93-506b8e5678cd*
  > *https://2sdesignbysedef.com/?pgid=jr3fvdqi6-b1a3f39b-4b45-47b5-9aa6-9dcebb93b487*
- **Branding** (creation of brandbooks, graphic charters, print and digital assets)
- **Photographing** works from the art collection

Results

- FDL held 4 auctions, including 3 online, in collaboration with Drouot Digitale and Yellow Peacock, generating sales of over 70k euros and contributing to the sustainable development of 5 projects in Africa and 3 African associations run by women.
- FDL was able to launch thanks to a complete visual identity, website and communications elements designed in-house.
- FDL was able to generate online sales during the COVID period thanks to the communications and digital content I produced on a regular basis.

Technical environment

Wordpress CMS, Adobe Illustrator, Photoshop, Indesign, Lightroom, Video Editing Benchmarks, Specifications, Task and rendering organization, Gantt charts

Company description

Created in 2015, the Fonds de Dotation Lévêque was born of the desire to create another form of return of African artistic heritage to the populations concerned, which became the project of a solidarity auction of objects from the collection of its president Jean Loup Lévêque.

Corporate website

https://linkedin.com/company/fonds-de-dotation-l%C3%A9v%C3%AAque/

EXPERTISME

Paris

September 2020 to October 2020

UX / UI Designer

Context

A brief internship experience during the COVID period which was not very successful, nor rewarding due to the lack of working means, project, resources and overall budget.

Actions

- Creation of digital marketing visuals, graphic elements, videos and implementation of RS marketing strategy in compliance with SEA/SEO.
- Proposals for a new visual identity and improvements to existing landing pages
- Follow-up of customer briefs and implementation of BtoB, BtoC workflows for projects

Results

- Project follow-up experience with a Real Estate customer
- Difficulties adjusting to the COVID period within the company

Technical environment

Adobe Creative Cloud limited

Company description

Expertisme detects trends and developments to support key accounts, SMEs, SMIs, ETIs and start-ups...

Corporate website

https://expertisme.com/

SINE QUA NON

Paris

October 2019 to September 2020

Freelance

UX / UI Designer

Context

One of my first semi-professional experiences in a dynamic, young and very well organized team.

Actions

- **Collaboration with the webmaster and design of landing pages** for the new website using UX CMS methodologies
- **Creation of visual identity, printed communication elements** et **digital content**

Results

- Give an image to a start-up / think-tank
- Use communications tools to find partners and sponsors

Technical environment

A young team made up of Science Po students with a strong hierarchical structure
Communications Department / Graphic Design & Webmaster (4p.)
Methodologies: Trello, Benchmarks, SWOT, Gantt, Specifications, Slack
Tools : Adobe Illustrator, Indesign, Photoshop, XD, Wordpess CMS

Company description

Sine Qua Non is a think tank advocating for a coherent European foreign policy in the Middle East and North Africa region.

Corporate website

https://linkedin.com/company/sinequanoneu/?originalSubdomain=fr

📖 EDUCATION

UNIVERSITÉ PARIS 1 PANTHÉON - SORBONNE
2019 - 2020

Master 2
Interactive Multimedia Professions

UNIVERSITÉ PARIS 1 PANTHÉON - SORBONNE
2015 - 2018

Licence 1,2,3
Plastic Arts & Design, Arts, Media

UNIVERSITÉ PARIS 1 PANTHÉON - SORBONNE
2018 - 2019

Master 1
Design (Research)

LYCÉE FRANÇAIS SAINT JOSPEH D'ISTANBUL
2010 - 2015

BAC
French baccalaureate diploma: Literature and Mathematics

📅 CONFERENCES AND EVENTS

2023 - BDX I/O (Participant)
BDX I/O is a Bordeaux-based conference on the theme of programming and related professions. This year, the spotlight is on **digital responsibility!**

2020 - FITC Amsterdam (Participant)
Organizer to participate in FITC 2020 in Amsterdam, a tech and design conference, with MMI's 2020 promo.

2017 - Photographer - Paris Fashion Week (Participant)
Photographer for Paris Fashion Week Haute Couture June/July

2016 - Photography Contest RATP "The city on the move" (Participant)
#PhotogRATPhie - Photo selected by Jean-Pierre Jeunet and displayed in Paris metro stations

🗨 LANGUAGES

French
C2 ●●●●◐

English
C1 ●●●●◐

Turkish
Native ●●●●●

German
B1 ●●●◐○

Italian & Spanish
A2 ●●○○○

🎾 POINTS OF INTEREST

SPORT
- Professional swimming (18-year sporting career)
  - CNP - CLUB DES NAGEURS DE PARIS (2015-2018)
  - GALATASARAY AND TURKISH NATIONAL SWIMMING TEAMS (2003-2015)
- Surfing - Climbing - Yoga - Cycling

TRAVEL
- 2-week Via Francigena hiking in Italy
- +10 countries & Campsites

ARTS
- Photography
- Paint
- Street Art

MUSIC
Rock & Jazz & Alternative