Ali Uyanik

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Overview

UX/UI Design / Visual Design / Experiential Design

Professional UX/UI Designer with 8 years of experience in crafting exceptional user experiences for SaaS, B2B, B2C, AR/VR/XR/MR, Game, phone and web applications. Proven expertise in leading and nurturing high-performing teams that have delivered beloved products used by millions in the dynamic technology and entertainment sectors.

I'm seeking a challenging position to utilize my skills in designing user experiences and interfaces and knowledge in a dynamic organization.

Legally authorized to work in the United States without visa sponsorship.

Experience

UX/UI & Prototype Lead

Tronic.app

Dallas, TX - Jan 2023 - Present

As a senior-level professional at Tronic, a trailblazer in Web3 and membership program innovation, I serve as the Design & Prototype Director. In this role, I lead and drive our organization's design and prototyping initiatives, overseeing a talented team. My focus is on delivering high-quality design concepts and prototypes that align with our strategic vision. My leadership style combines creativity with a deep understanding of design principles and prototyping methodologies, contributing to Tronic's industry leadership.

• Guided and empowered design teams, fostering a culture of innovation that resulted in a 25% boost in productivity and a 20% reduction in project delivery times.

• Implemented a comprehensive design system, lauded by industry peers for its role in achieving a 30% reduction in design iteration cycles and a 40% enhancement in brand consistency.

• Drove user-centric design principles throughout the organization, leading to a 15% increase in user satisfaction, a 25% decrease in post-launch issues, and a reputation for quality and customer-focused innovation.

Mid UX/UI Designer

900LBS Creative Agency

Dallas, TX - May 2022 - Dec 2022

As a mid-level professional, I led user experience and user-centered design across various domains, including SaaS, B2B, B2C, AR/VR/MR/XR, and web applications. My focus was on creating clean, visually appealing digital experiences aligned with branding requirements. Additionally, I conducted research, designed interactive project systems, and ensured adherence to client expectations, budgets, and timelines.

• Created wireframes, prototypes, and user flows for SaaS/B2B/AR, XR and Web Apps, improving workflows.

• Designed engaging interfaces for web/mobile apps, enhancing aesthetics and engagement.

• Led user research, usability, User testing, and A/B testing, yielding a 20% satisfaction increase and 15% higher conversions.

• Worked closely with developers to align design with user needs and business goals.

• Established style guides for consistent, visually appealing cross-platform experiences.

UX/UI Designer

Groove Jones

Dallas, TX - August 2021 - May 2022

Drove integrated campaign strategy, creative concept development, and user-centric UI/UX design, specializing in device human interface guidelines, VR/AR UI, 2D animation, motion design, and emotionally resonant design. Applied design thinking principles to deliver comprehensive integrated solutions for AR/VR/MR/XR and web applications. Collaborated with industry giants such as Meta, Exxon, AT&T, AAON, NBC, Toyota, and more.

• Delivered top-tier UX solutions, including wireframes, visuals, flow diagrams, storyboards, site maps, and prototypes, resulting in a 15% increase in user satisfaction and a 20% improvement in task completion rates.

• Effectively communicated design solutions to engineers and stakeholders, streamlining project execution and reducing design-related rework by 25%.

• Collaborated closely with developers to ensure a 10% reduction in design implementation time, leading to more efficient project delivery.

Art Direction Design Specialist

Henry York Advertising

New York, NY - April 2017 - December 2021

As a Art Direction Design Specialist, I lead diverse creative teams, aligning strategies with client objectives, crafting engaging designs across platforms, and mentoring juniors to elevate quality and productivity.

• Collaborated with the creative team to conceptualize and execute various campaigns for clients across different industries.

• Developed and implemented creative strategies that aligned with clients' goals and objectives.

• Provided leadership and mentorship to junior design and develop team members, resulting in improved design quality and increased productivity.

Education

Touro University Graduate School of Technology

Master's Degree in Web and Multimedia Design and Development, GPA 3.77 / 4.0

New York, NY - 2019 / 2021

Akdeniz University

Bachelor's Degree in Graphic Design GPA 3.8 / 4.0

Antalya, Turkey - 2014 / 2018

Skills

Technical Skills

• **Advanced Prototyping:** Expert in website development using Figma and CSS.
• **Expert Visual Design:** Proficient in Adobe Suite (12 yrs) and Figma (6 yrs) for digital product design.
• **Motion Design:** Skilled in creating animations with After Effects.
• **User Research Analysis:** Adept at using Google Forms for insights.
• **Agile Methodology:** Proficient in Agile practices for project management by usign Jira, Linear, Monday and Trello.
• **Information Architecture:** Experienced in streamlining UX flow with Miro.
• **Effective Communication:** Proficient in Google Slides for presentations and Slack.
• **Creative Direction:** Expertise in concept development and universal visual languages.
• **Workplace Culture:** Skilled in fostering a collaborative culture.

Certificates

• **Enterprise Design Thinking** / IBM - Nov 2020

• **Google Design Thinking** / Google UX Design Professional - Nov 2018

• **UI / UX Design Specialization** / Coursera - Apr 2017