CAN KILICLIOGLU

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EDUCATION:

Bayes Business School (formerly Cass), London, UK **2026 – 2027**
MSc Marketing Strategy and Consumer Insights
Relevant Modules: Marketing Strategy and Practice, Consumer Insights, Consumer Behaviour, Digital Marketing and Social Media, Brand Management and Communication Strategies

Bahçeşehir University, Istanbul, Turkey **2020 – 2024**
BA in Industrial Products Design
Relevant Modules: Interaction Design, Design Research, Marketing for Industrial Designers, Design Management

PROFESSIONAL EXPERIENCE:

Yaratıcı Stratejiler (Advertising Agency), Istanbul, Turkey **Sep 2025 – Apr 2026**
AI-Focused Designer
- Researched competitor campaigns and market trends, translating findings into campaign concepts, such as reframing messaging for Tixotech (a bus-operator software platform) from ticket sales to business growth.
- Created and edited AI-generated videos and campaign visuals for clients including Pasifik Holding, tailoring visuals to distinct target audiences across social media and outdoor advertising.
- Led a four-person team producing a 2.5-minute video shown to bus company representatives, planning scenes from a client script, assigning tasks, creating AI footage and coordinating revisions.

sahibinden.com, Istanbul, Turkey **Jun 2024 – Aug 2024**
Turkey's largest online classifieds marketplace
UI/UX Designer Intern
- Benchmarked competitors and redesigned Doping (paid listing boosts), clarifying pricing with grouped cards, an explainer, visible totals with desktop and mobile previews with apply buttons, preserving familiar user flows.
- Conducted two rounds of usability testing with 12 participants, reducing average task time from 5 to 3 minutes, improving task success from 4/6 to 6/6 and reducing participants requiring assistance from 2 to 0.
- Presented the redesign alongside usability findings to the Design Team, Product Team and Chief Product Officer; built Figma flows, prototypes and reusable components within existing design-system and technical constraints.

Commencis, Istanbul, Turkey **Jul 2023 – Sep 2023**
Digital technology and experience design company
UI/UX Designer Intern
- Researched PawCare, an app concept connecting pet owners with sitters, using benchmarking, netnography, 77 survey responses and 12 interviews, identifying trust, communication and emergency support concerns.
- Applied UX research methods learned at Commencis, using affinity mapping, personas, journey maps and impact-effort analysis to prioritise research-driven features such as bookings, care checklists and emergency vet support.
- Collaborated with four interns over six weeks to develop information architecture, user flows for owners and sitters, a design system and a high-fidelity Figma prototype, presenting project outcomes to the design team.
- Partnered with a senior designer to refine existing components, improve naming conventions and organise Türkiye İş Bankası's design system, with contributions incorporated into its live system.

Marjinal Porter Novelli, Istanbul, Turkey **Jun 2017 – Jul 2017**
Public relations and communications agency
Research Trainee
- Conducted marketing and competitor research across products, websites and campaigns to assess brand positioning, user experience and how marketing decisions influence customer behaviour.

ADDITIONAL INFORMATION:

Design & Research: Figma, FigJam, Maze, Miro, Framer, Optimal Workshop, Dovetail, Google Analytics, Qualtrics
AI & Technical: Google Flow, Midjourney, Higgsfield, ElevenLabs, ChatGPT, HTML/CSS (basic), SQL (basic)
Languages: English (Business), Turkish (Native)
Interests: Playing chess; collecting and reselling LEGO on second-hand marketplaces
Leadership: Coordinated and supported 100 personnel in a senior soldier role during compulsory military service
Certifications: The Complete SQL Masterclass 2025, Udemy (Sep 2025 – Oct 2025); McKinsey Forward Program, McKinsey & Company (Nov 2024 – Dec 2024); Build Responsive Real-World Websites with HTML and CSS, Udemy (Nov 2024 – Dec 2024); Figma UI UX Design Essentials, Udemy (Dec 2022 – Jan 2023)