# Sinan Yurttadur

💡 "I turn ideas into software that wins!"

Hi! 👋 I'm Sinan Yurttadur — an enthusiastic entrepreneur, dedicated UI/UX expert, and proud SaaS founder. Drawing from 11+ years of experience, I've had the privilege to lead and contribute to over 70 projects for notable brands like Lufthansa, Rolls Royce, Zalando and VW. My focus has centered around honing the craft of UI/UX design and navigating the intricate world of app development.

## Contact

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## Professional Experience

**Rolls Royce Electric** | UX/UI | **2024**

At Rolls-Royce, I developed their internal buying tool for resource and supplier management. This tool included a comprehensive decision-making dashboard for buyers and numerous workflows to ensure accurate purchasing decisions.

**Zalando SE** | UX/UI | **2024**

At Zalando, I collaborated with the CIA-Product team to enhance their 12 internal workbench tools for product and media data. This included all tools for internal use, from purchasing to bringing products to the stores.

**Volkswagen Group** | Design System + UX/UI | **2023**

At VW Group, I led the UX/UI design and established a design system for an internal skill-analysis software, enhancing HR services for our service providers.

**NETZE BW** | Design System | **2023**

At NETZE BW, an ENBW subsidiary, I was the lead in creating and finalizing a design system for five platforms, coordinating across multiple teams to ensure cohesive user experiences.

**Edenred Deutschland GmbH** | Design System + UX/UI | **2023**

Conception and design of the All-In-One platform solution. Conceptualizing the app for 2 personas. Establishing a design system. Designing the application. Communicating with the development team.

**Sparkasse** | UX/UI | **2023**

Conducting user research to identify user needs and problems. Developing concepts and ideas to improve the internal process. Creating visual designs and UI elements while considering accessibility and usability aspects. Planning and conducting usability tests to evaluate the design. Planning, coordinating, and executing the UX design process to meet project budget and time constraints.

**Lufthansa Group** | Design System | **2022**

Responsible in Figma for new multi brand design system. UX architect for new Figma library. Create and re-design existing components in Figma. Setup design system incl. fundamentals.

Component & variant creation w. architecture in mind. Lead responsible person for figma design system

**OTTO GmbH & Co. KG | UX/UI | 2022**

UX design for Checkout / E-Commerce. Worked on optimization for checkout. Added and refine the process steps. Figma library & components setup

**Barclays Bank | Design System | 2022**

Re-import from Sketch to Figma library. Re-work all components in Figma.

Responsible for creating the new Figma library and design system. Responsible for coaching and presenting components to the designers.

**Fides Technology GmbH | UX/UI | 2021**

Responsible for the entire implementation of the UX from conception to design. Interface between CTO, product owner and dev team. Main task was to create a design system for the Devs. Conceptualization and requirements analysis with the PO. Final implementation of the design for the Legal Tech application.

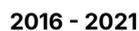**NEURA Robotics | UX/UI | 2021**

Establishment of a UX department with a focus on improving internal products. Improving the user experience online and within the company's product portfolio.
Work included: Setting up functional design system. Re-Design implemented app. UX surveys and researchApp design including overall logic and concepts.
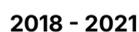
**Vontobel AG | UX/UI | 2021**

Designed a clickstream Prototyp for a new investing app called "Volt X". A special focus was on the UX and the main goal of the site was to guide the user through intelligent communication to download the app. Work included: Copywriting, designing layout and animations. Setting up a design system including overall logic and concepts.

**2016 - 2021**   **Several Positions | Freelance | 2016 - 2021**
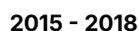
As a freelancer, I've led a diverse range of projects, designing tailored UX/UI solutions for high-profile clients such as Mercedes-Benz and Locciano, as well as for established brands like Best Western Hotels, among others. My work has spanned multiple industries, delivering innovative and user-centered design systems that drive engagement and enhance digital experiences.

## Education

**2018 - 2021**   **Duale Hochschule Baden-Württemberg | BASc, Computer Science**

Bachelor of Applied Science - BASc, Informatik

**2015 - 2018**   **Universität Hohenheim | BASc, Economics**

Bachelor of Applied Science - BASc, Wirtschaftswissenschaften

### Hi, i'm Sinan - Nice to meet you!

Thanks for looking at my CV. For detailed info on each role and project, see my online portfolio. If you'd like to chat, book a time with me on Calendly. Can't wait to meet you!

Or just connect on LinkedIn!