

**MERT ÖZDEMİR**

PORTFOLIO

### **About me**




Experienced Lead Product Designer with a strong background in **UI/UX design** and a proven track record of driving impactful design processes. Skilled in **Adobe Creative Suite, Figma, and Sketch for UI Design**, with additional proficiency in **HTML/CSS and JavaScript**. Known for creating innovative digital products and experiences while continuously expanding expertise in **user research, design strategy, and product development methodologies**. Adept at leading design projects from conceptualization to delivery, and passionate about making a positive impact through exceptional design. My future goals revolve around **continuous growth, innovation, and creating designs that leave a lasting impression**.

# SCOUTIUM PROJECT





## New design system

I developed a comprehensive design system using a shared language that would enable developers to easily understand and implement the system's tokens across all platforms. This system would ensure consistency and adherence to the latest design trends.

### Primary

Name	Token	Value	Example
Green 50	<code>\$primary-01</code>	#1CE783	
Blue 50	<code>\$primary-01</code>	#168FFE	
Gray 100	<code>\$primary-01</code>	#041226	

### Secondary

Name	Token	Value	Example
Teal 50	<code>\$secondary-01</code>	#00C7E6	
Purple 50	<code>\$secondary-02</code>	#6554C0	
Orange 50	<code>\$secondary-03</code>	#FF7452	
Yellow 50	<code>\$secondary-04</code>	#FFC400	

## Benefits

### Improved user experience

The new interfaces would be more intuitive and enjoyable for users, leading to increased engagement and satisfaction.

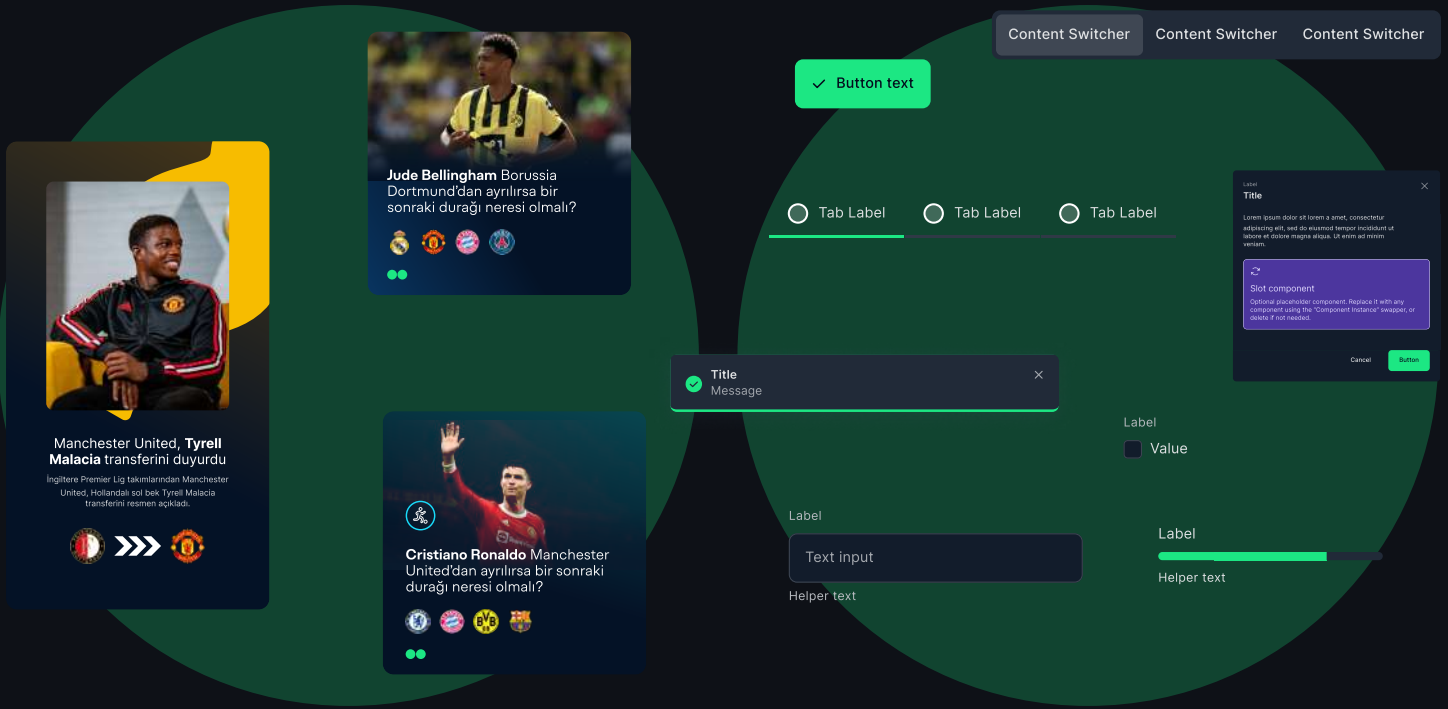
### Enhanced brand image

A modern and consistent design would strengthen Scoutium's brand identity and position it as a leader in its field.

### Streamlined development process

The design system would provide clear guidelines for developers, saving time and reducing errors.

Overall, the redesign of Scoutium's interface would not only enhance the user experience but also contribute to the platform's overall success.



## Web application

### Objective

Redesign the pages of a B2B web application to align with the company's new design language while maintaining familiarity and ease of use for existing users.

### Approach

#### User-centered design

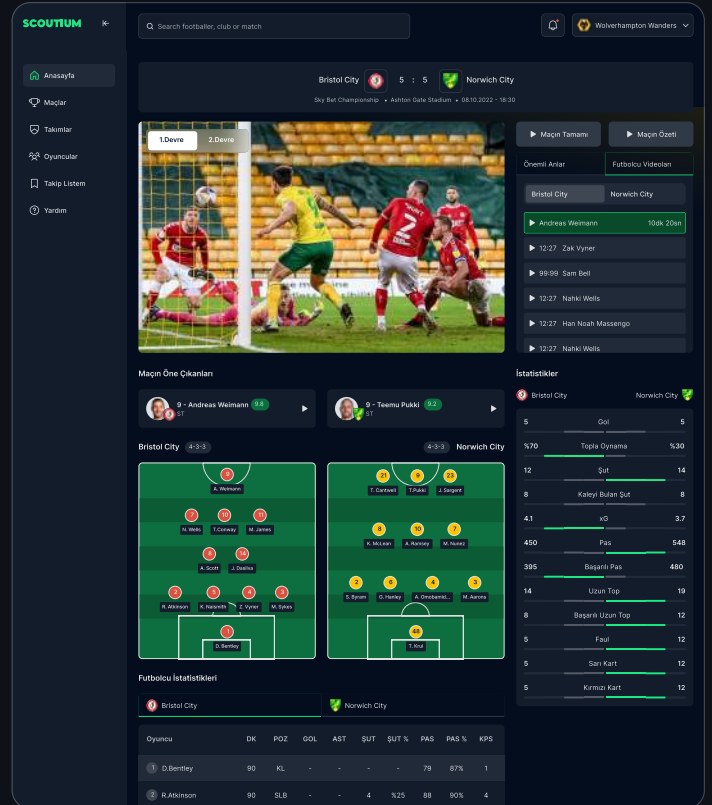
Conduct thorough user research to understand the needs, preferences, and habits of both club employees and managers.

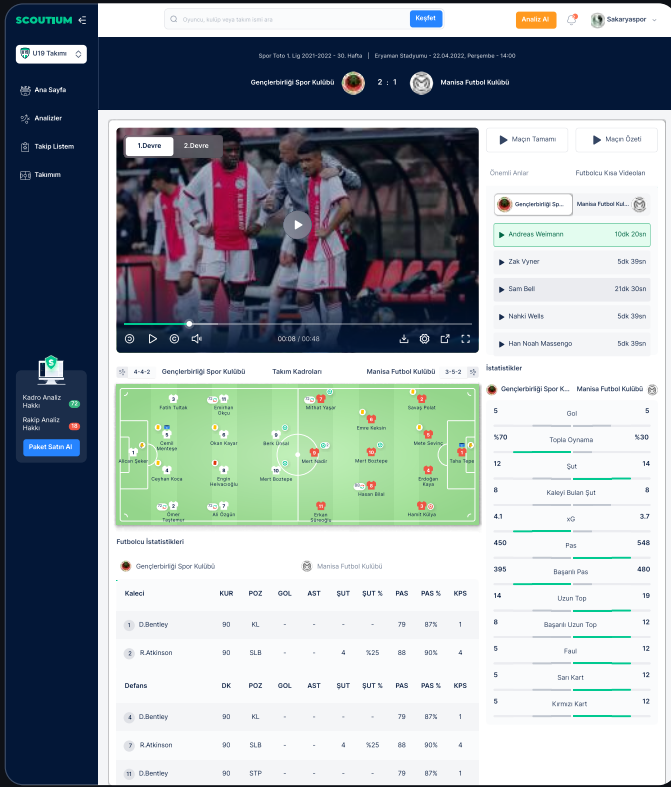
#### Iterative design process

Create prototypes and gather feedback from users throughout the design process to ensure the new designs are intuitive and user-friendly.

#### Consistency with existing design language

Incorporate the company's new design language while maintaining a familiar layout and terminology for existing users.





## Benefits

### Improved user experience

The redesigned pages will be easier to navigate and understand, leading to increased efficiency and satisfaction among users.

### Reduced cognitive load

Users will not need to learn new navigation patterns or terminology, minimizing any disruption to their workflows.

### Enhanced brand identity

The consistent application of the company's design language will strengthen the brand's visual identity and convey a sense of professionalism.

## Mobile application

### Objective

Design a user-friendly and modern mobile app interface tailored to the needs and interests of professional football players.

### Approach

### User research

Conduct thorough user research to understand the demographics, interests, and mobile usage habits of professional football players.

### Demographically appropriate

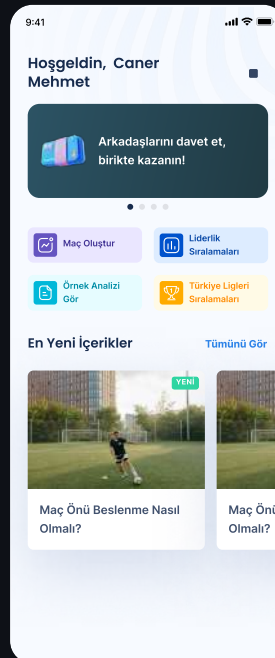
Ensure the design elements and overall aesthetic appeal to the target audience's age group and preferences.

### Modern and engaging

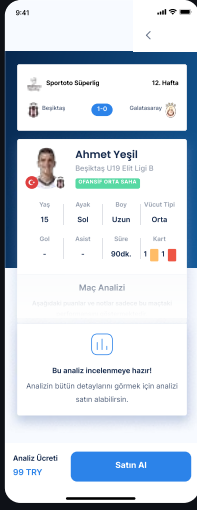
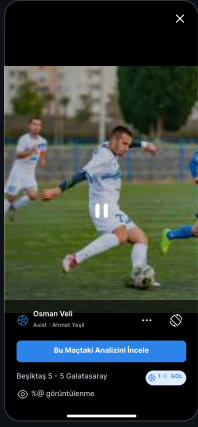
Employ a modern design language that is visually appealing and engaging for professional football players.

### Intuitive navigation

Create a clear and intuitive navigation structure that allows players to easily find the information they need.







## Benefits

### Enhanced performance and well-being

The tailored design will provide a valuable tool for players to optimize their training, track their progress, and prevent injuries, contributing to their overall performance and well-being.

### Improved team communication and collaboration

The app will facilitate seamless communication and collaboration among teammates, coaches, and trainers, fostering a supportive and productive team environment.

### Streamlined access to information

Players will have easy access to relevant information, such as training schedules, match schedules, and team news, keeping them informed and organized.

Overall, the user-centered approach to designing the B2C mobile app will ensure that the app not only meets the essential needs of professional football players but also empowers them to achieve their full potential.

THANKS FOR WATCHING

# CAR DELIVERY SIDE PROJECT

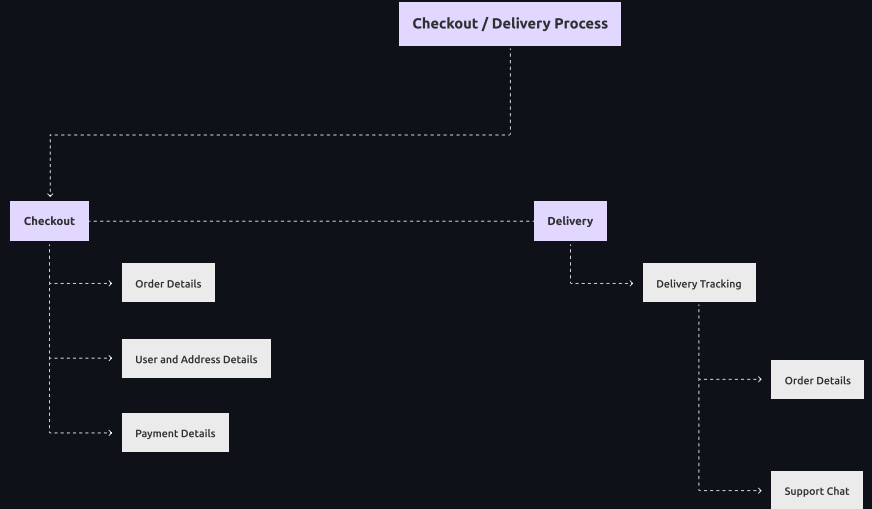
## Objective

Design a user-friendly and intuitive mobile application for a car delivery service that allows users to purchase cars online and have them delivered to their homes.

## Process

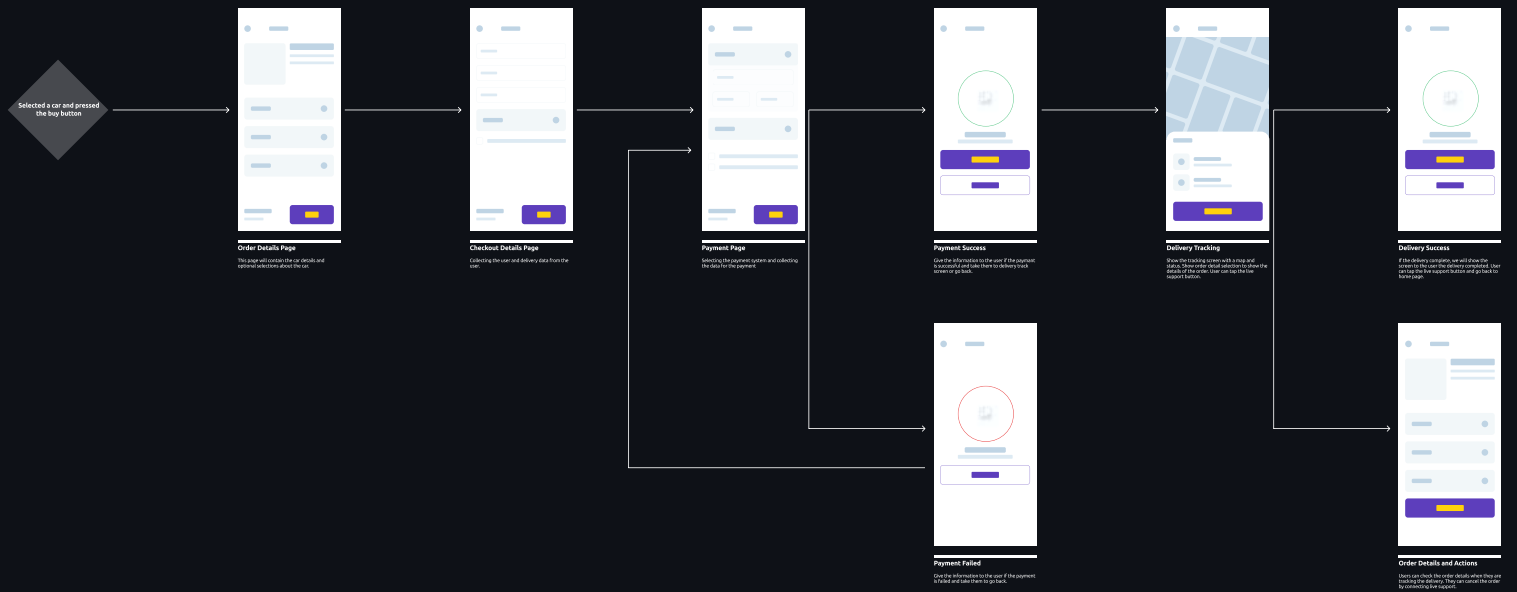
### 1. Information architecture

Developed a comprehensive information architecture to organize the app's content and ensure a logical user flow. This involved defining the app's features, user tasks, and navigation structure.



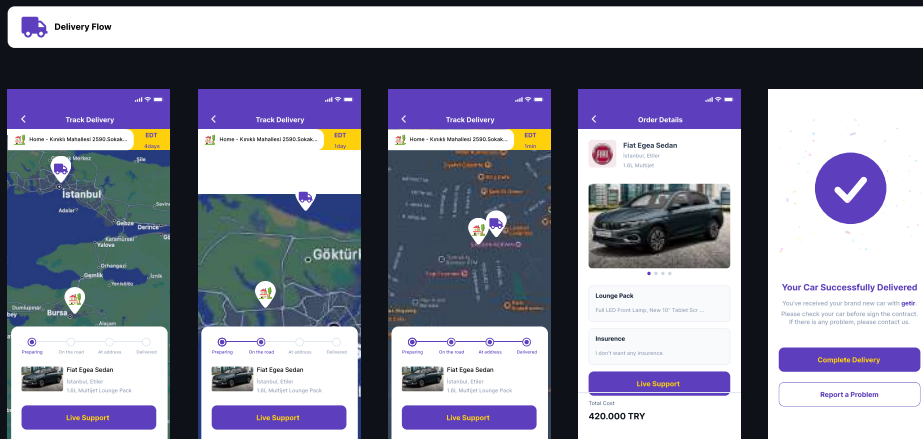
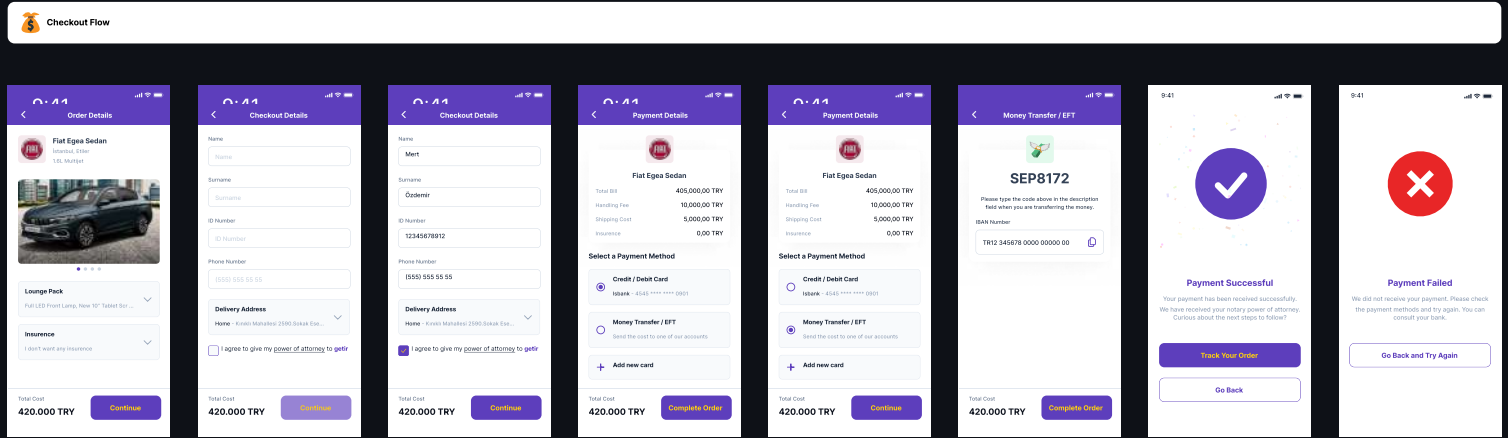
### 2. Wireframing

Created wireframes to visualize the app's layout and functionality, focusing on the placement of elements, screen layouts, and user interactions. This low-fidelity approach allowed for quick iterations and feedback gathering.



### 3. User interface (UI) design

Translated the wireframes into high-fidelity UI designs, incorporating visual elements, typography, and color schemes to create an appealing and user-friendly interface. This involved creating mockups for each screen of the app.

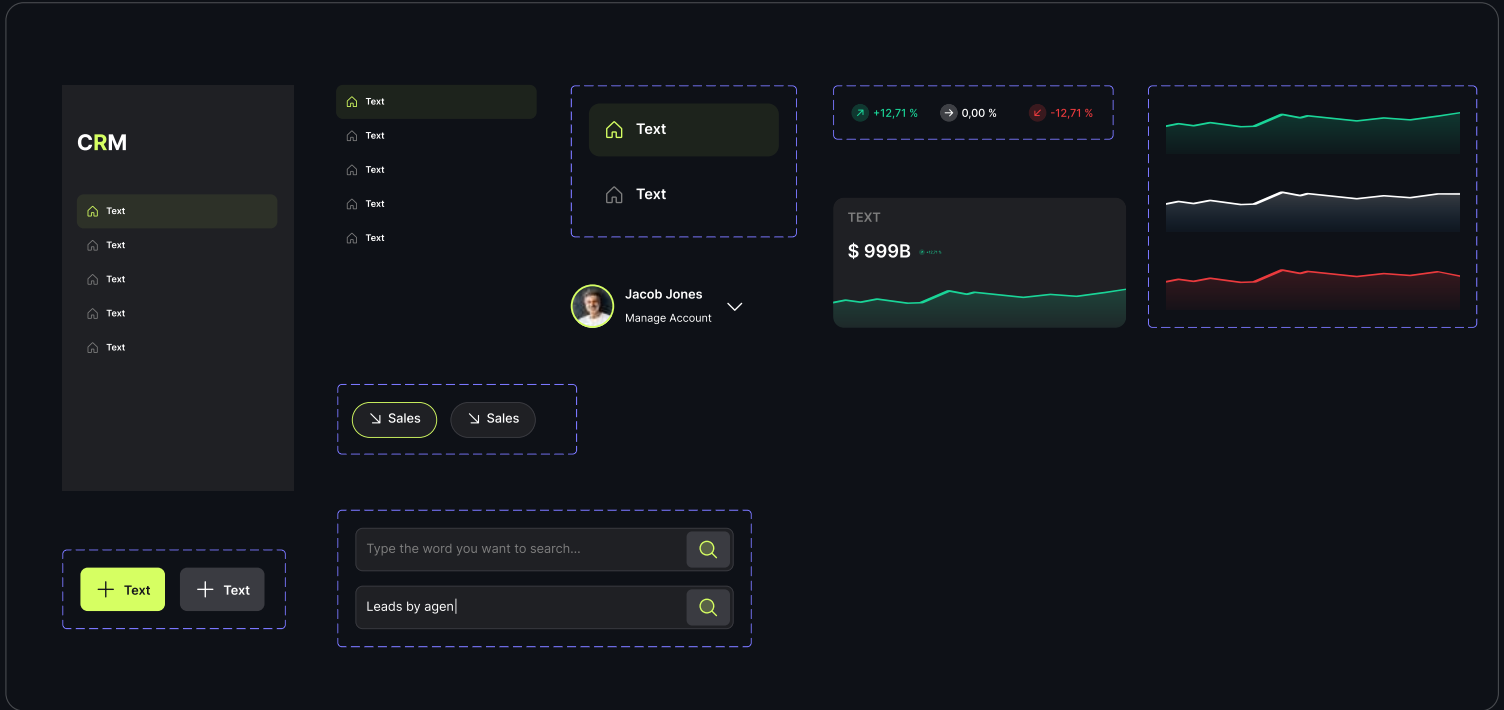


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# PROPTech CRM SIDE PROJECT

## UI component design

Created individual UI components, such as charts, graphs, and data tables, ensuring consistency and adherence to design guidelines. Each component was designed to be modular and reusable across different pages.



## Page integration

Integrated the UI components into the dashboard pages, carefully considering layout, hierarchy, and user flow. This involved positioning components to optimize information visualization and provide a seamless user experience.



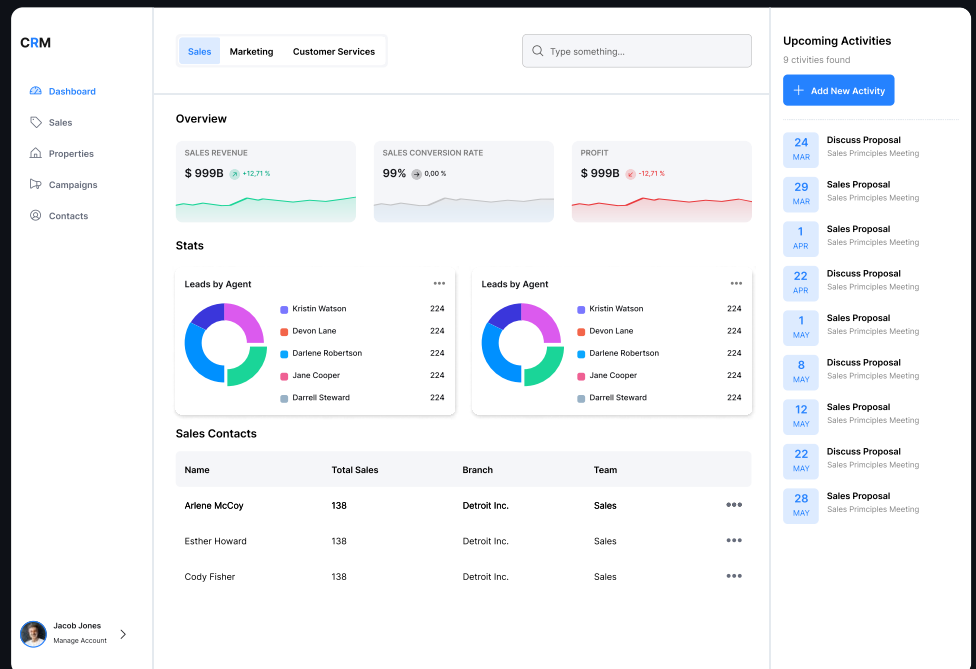
## Key design considerations

### Data visualization

Employed clear and visually appealing data visualizations, such as charts, graphs, and tables, to present sales, expenses, and other relevant data in an easily understandable format.

### Real-time data updates

Designed the dashboard to display real-time data updates, allowing mall managers to make informed decisions based on up-to-date information.



## Benefits

### Enhanced data-driven decision-making

The dashboard provides mall managers with easy access to real-time and historical data, enabling them to make informed decisions about marketing strategies, tenant performance, and overall mall operations.

### Improved operational efficiency

The dashboard streamlines the process of tracking sales, expenses, and mall performance, saving time and effort for mall managers.

### Actionable insights

The dashboard provides actionable insights into mall performance, allowing managers to identify trends, address issues, and optimize operations to improve profitability.

Overall, the well-structured design process, from UI component design to page integration, resulted in a user-friendly and informative dashboard application that effectively empowers shopping mall managers to make data-driven decisions, improve operational efficiency, and achieve their business goals.

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# FIND A PLACE SIDE PROJECT

## Overview

Findaplace is a comprehensive platform that caters to various aspects of homeownership and living arrangements. It encompasses three distinct applications:

### Flatmatch (Mobile)

A mobile application that connects individuals seeking roommates and shared living arrangements.

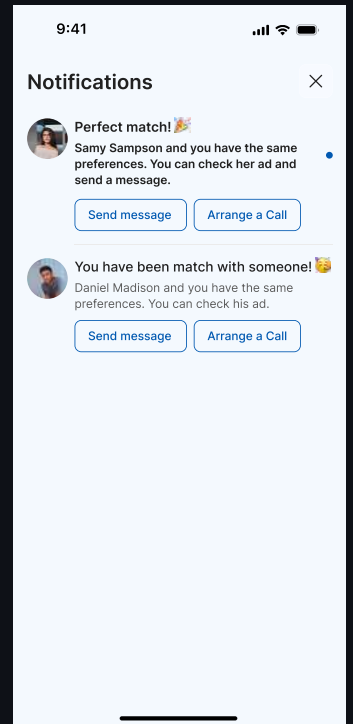
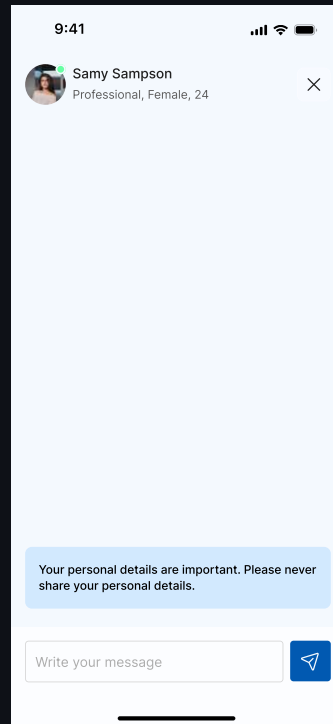
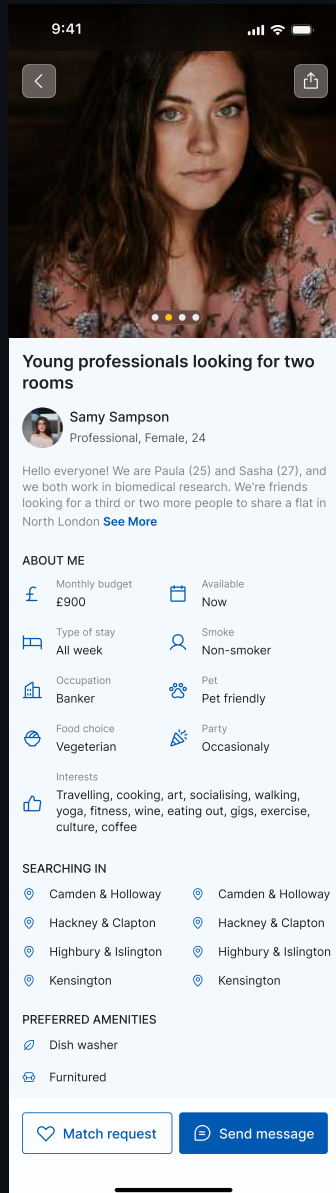
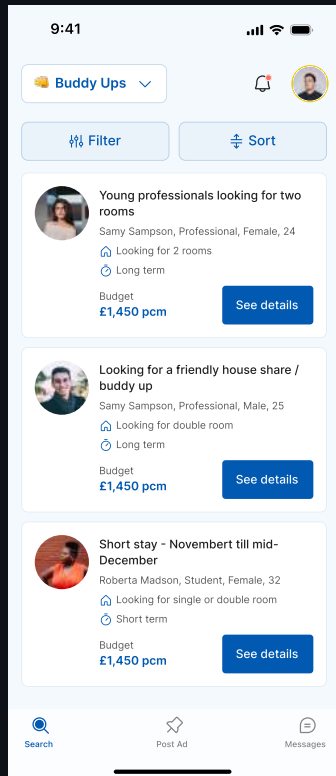
### Evaluation tool (Web)

A web application that provides users with a tool to estimate the current market value of their homes.

### Marketplace (Web)

A web application that serves as a marketplace for users to book and purchase various home-related services, such as cleaning, maintenance, and repairs.

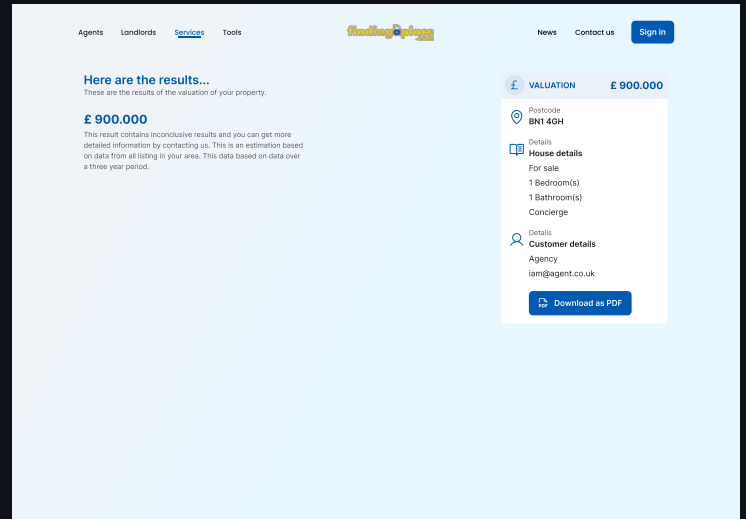
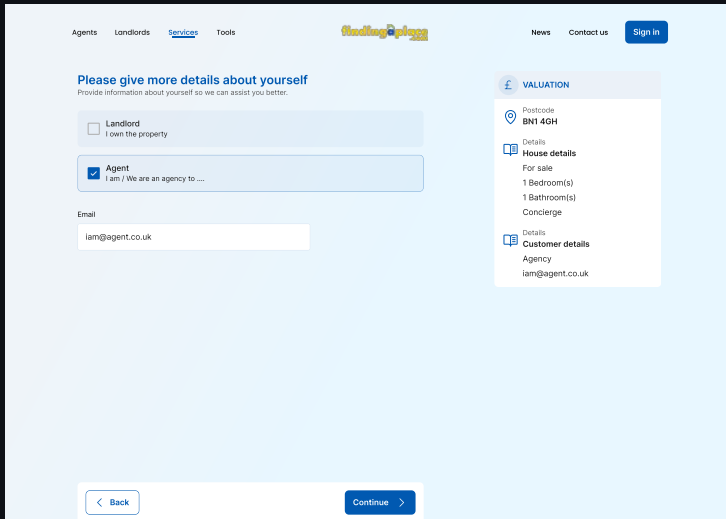
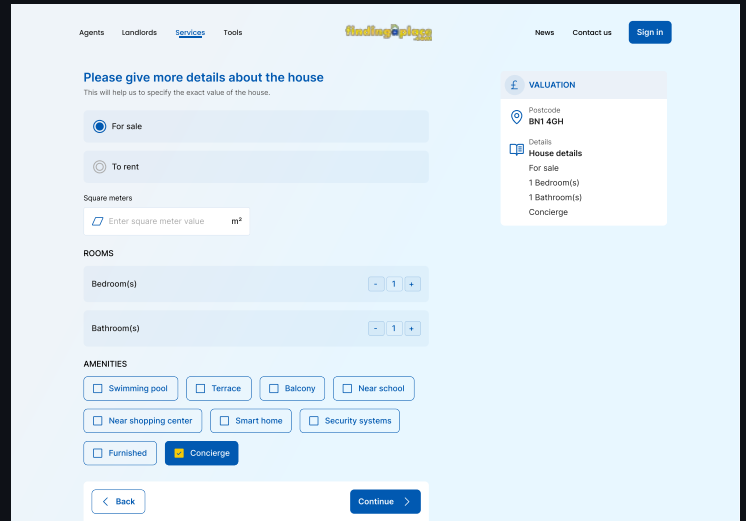
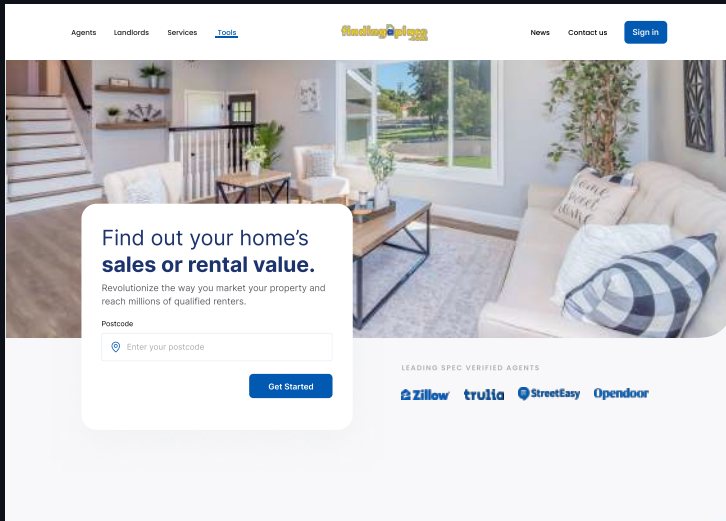
## Flatmatch key features



- Streamlined profile creation and search functionality to find suitable roommates.
- Secure messaging system for convenient communication among potential roommates.
- Personalized recommendations based on user preferences and requirements.

# Evaluation tool key features

User-friendly interface for inputting relevant property details.  
Access to up-to-date market data and valuation algorithms.  
Generation of comprehensive property valuation reports.



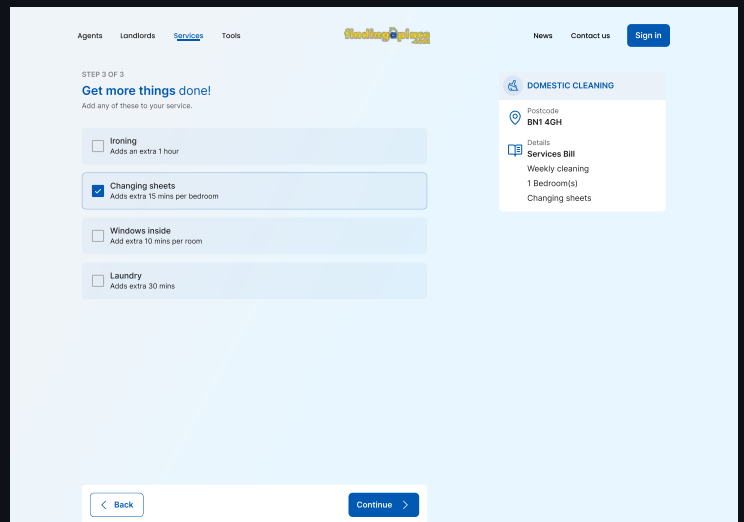
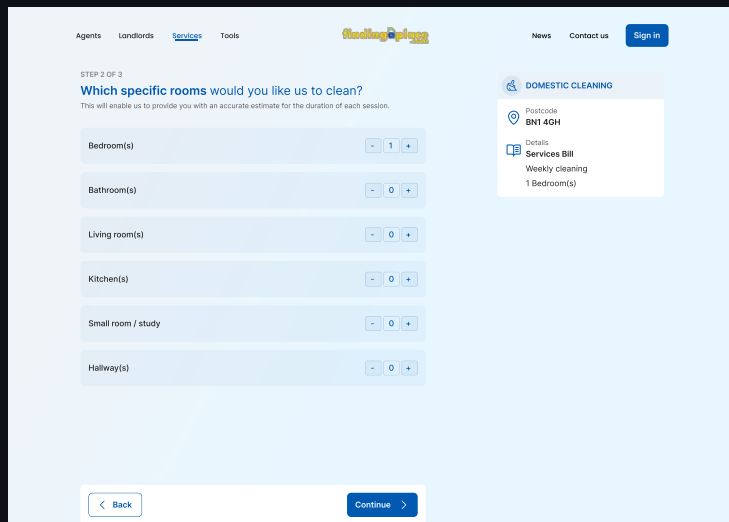
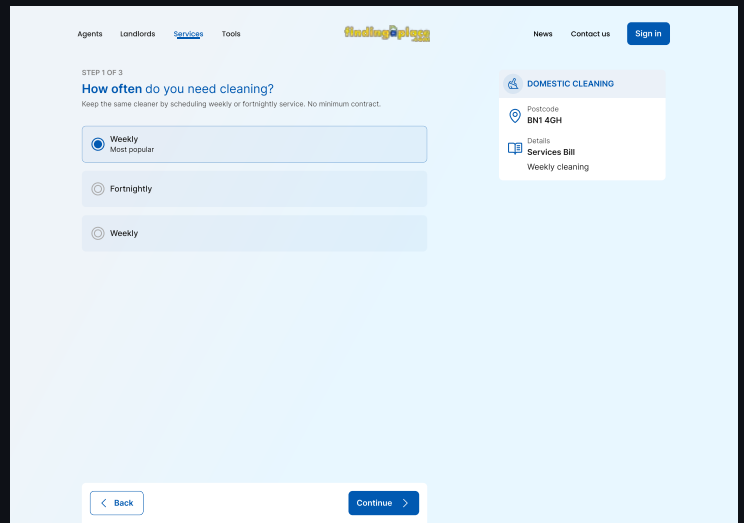
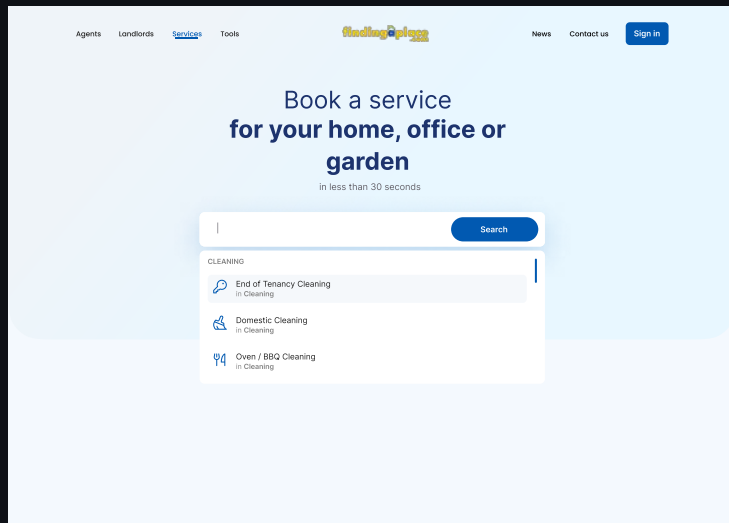


## Marketplace key features

Extensive listing of home-related service providers, including cleaners, handymen, and repair technicians.

Secure online booking and payment system for hassle-free service procurement.

User reviews and ratings to ensure transparency and quality assurance.



## Benefits

### Comprehensive platform

Findaplace addresses various needs related to homeownership and living arrangements, offering a one-stop solution for users.

### Data-driven insights

The Evaluation Tool empowers users with accurate property valuation information.

### User-centric design

Each application is designed with user needs in mind, providing a seamless and intuitive experience.

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## OTHER PROJECTS

### Dulux Trade Lifecycle

This application is specially designed for Dulux commercial users and calculates the lifespan of paints and how much damage they can cause to the environment.



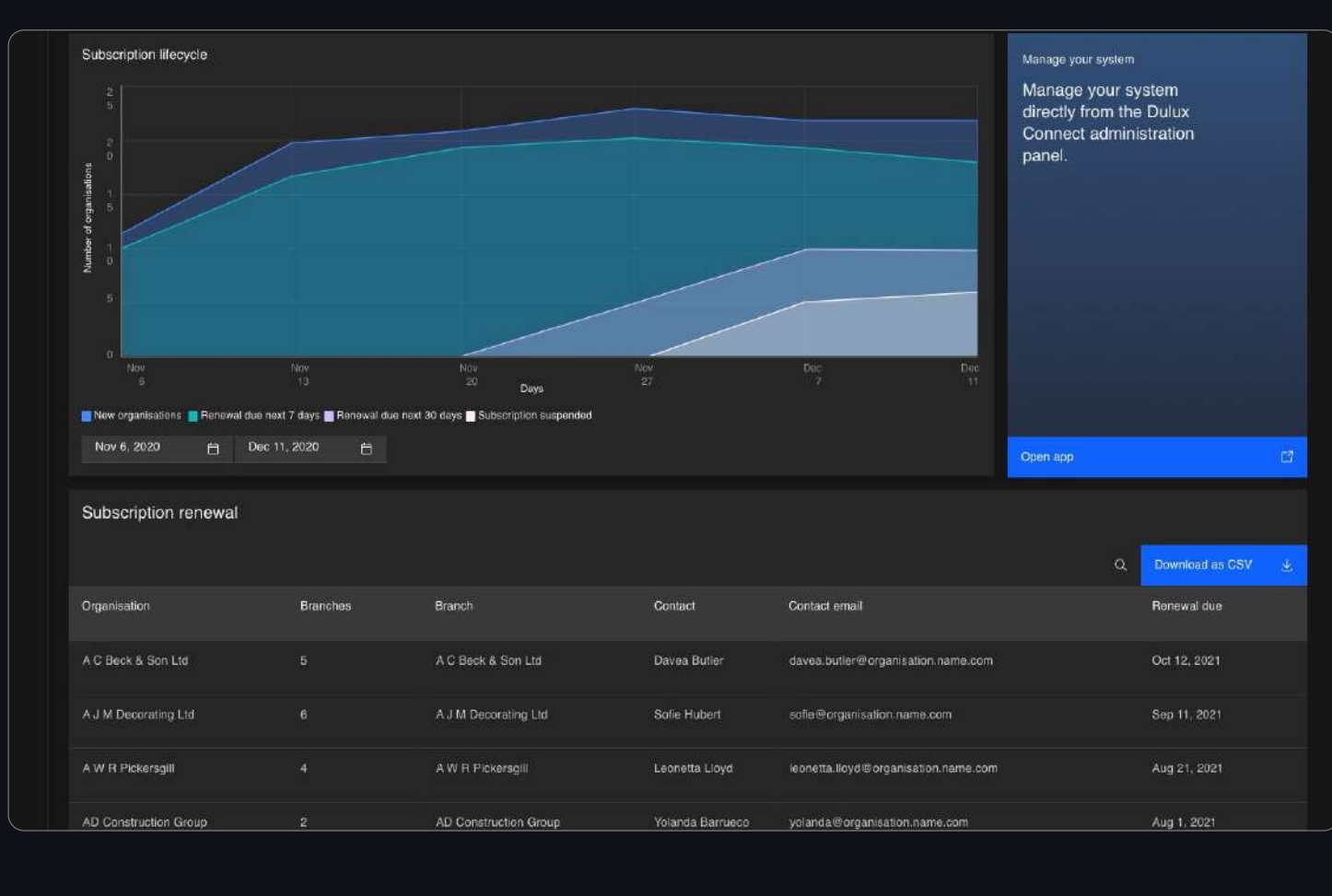
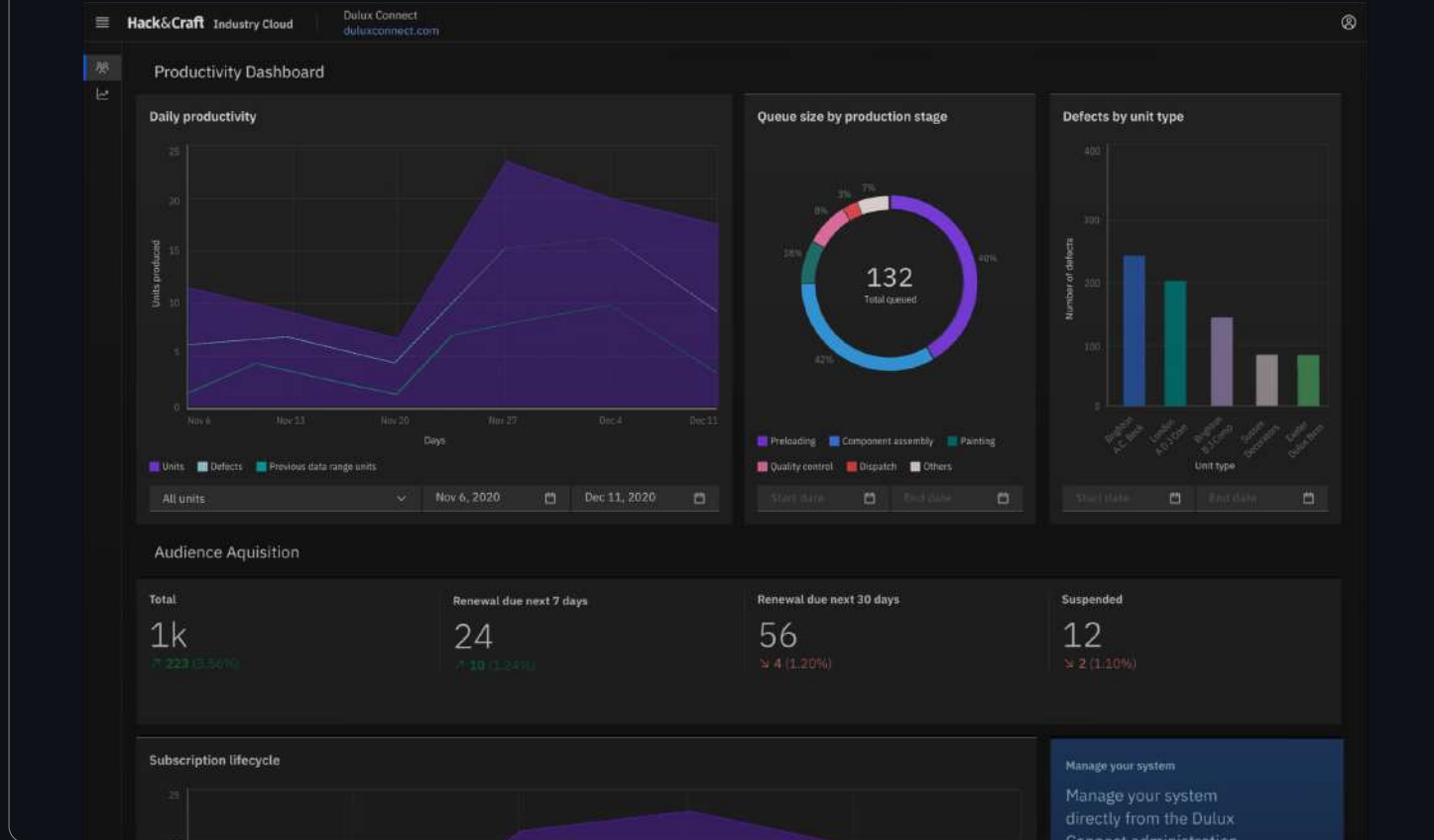
### Schneider Electric Circuit Breaker Identification App

They wanted to demonstrate the value add that Image Recognition (IR) and Augmented Reality (AR) provides to the end user experience. The project formed part of their long-term strategic goal to deliver disruptive technology and value added services to their clients.



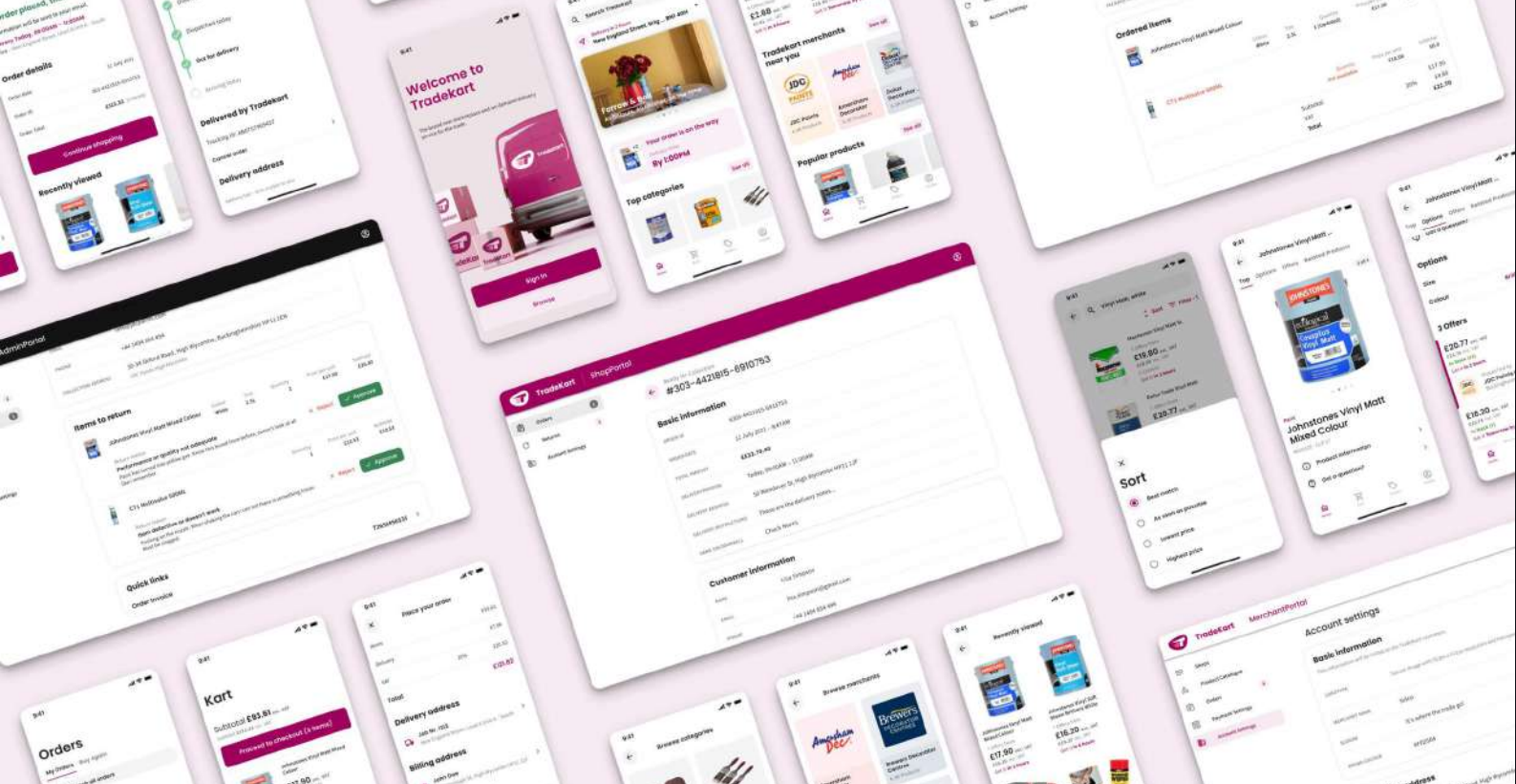
### Hack and Craft Industry Cloud App

This application is designed as a product within Hack and Craft and allows customers to view metric details instantly.



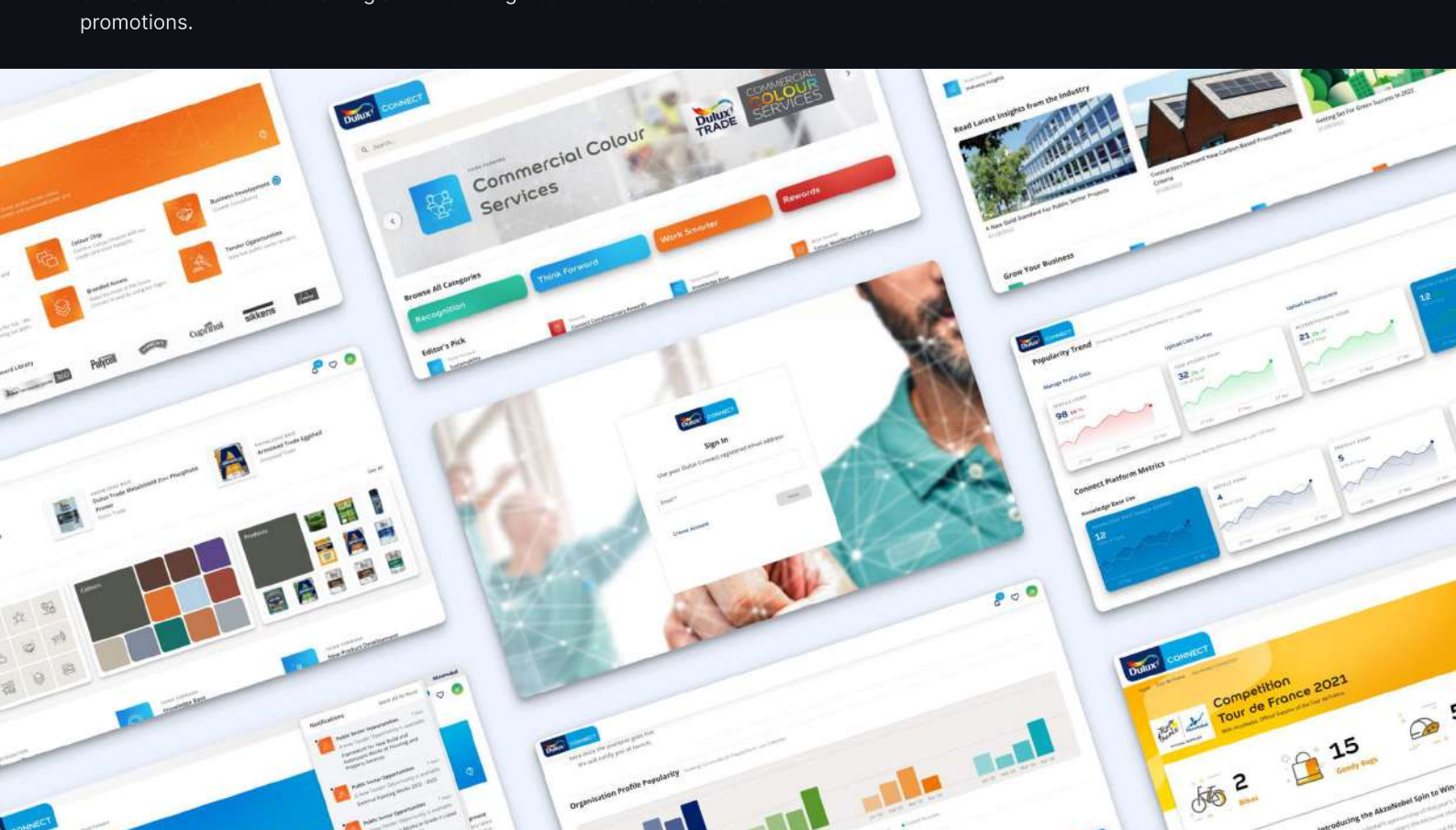
### Dulux TradeKart App

TradeKart is Deliveroo for construction products. It enables trades people to order from a catalog containing thousands of products from their phone and have it delivered within two hours without leaving the site.



### Dulux Connect App

Dulux Connect delivers a wrap around ecosystem which handles all contractor needs from Training and Knowledge base to rewards and promotions.



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