

Cemal L. Ozgur

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EXPERIENCE

2023 – 2024

FISERV, INC.

Berkeley Heights, NJ

Senior UX/UI Designer

- Led the end-to-end redesign of a legacy B2B2C web and mobile application for a Fortune 100 fintech, reaching over 1 million users, as the sole designer throughout the majority of the project's duration.
- Achieved a benchmark goal of enabling users to complete tasks up to 80% faster than previously possible.
- Enabled Fiserv to win a \$20 million contract with one of Canada's largest banks by showcasing pixel-perfect prototypes made in Figma.
- Built a design system consisting of over 100 components from scratch, via Brad Frost's Atomic Design Methodology, and provided documentation to ensure smooth developer handoff.
- Collaborated with Product by joining daily calls and organized weekly design huddles that drove collaboration, facilitated creative brainstorming, and built a sense of design ownership.
- Established user research best practices in our department by leading more than 50 usability studies, focus groups, surveys, and A/B tests to understand user needs, build personas, and design solutions accordingly.
- Designed in a responsive, inclusive, and accessible manner (WCAG 2.0 AA) to ensure that all users and devices were accounted for.
- Mentored a recent college graduate in UX/UI design, advancing her proficiency in Figma and real-world UX concepts through personalized learning plans and hands-on guidance.
- Orchestrated design workshops to teach UX best practices to colleagues with no prior exposure to UX Design, drive cross-discipline collaboration, and encourage creative brainstorming.

2022-2023

BRICK, fintech startup focusing on blockchain tech

Remote

UX/UI Designer

- Established market confidence amongst the team by leading competitive analysis efforts and interviewing prospective users.
- Increased user satisfaction by conducting user research via usability studies, interviews, focus groups, and surveys that incorporated user needs.
- Generated product hype among investors and future users by demoing Figma-made wireframes and prototypes that resulted in investors agreeing to invest in Brick early on.
- Enabled team-wide communication by detailing all requirements via Information Architecture which resulted in a cohesive and tightly understood scope.
- Drove team-wide organization by consolidating components into a design system that resulted in a 50% increased rate of design completion.

2020 - 2023

LATIF DESIGNS

Remote

Co-owner & UX/UI Designer

- Ensured client satisfaction by understanding client visions, keeping communication streams open, and delivering exceptional user experiences.
- Repeatedly won clients' business by utilizing Figma to design wireframes and prototypes that elicited enthusiasm, and won their trust by engaging professionally and cordially.
- Lead projects by owning product life cycle to ensure team member's work went unimpeded.
- Increased client and professional services pool by networking at conferences.

EDUCATION

2012-2017

BOSTON COLLEGE

Chestnut Hill, MA

B.S. Political Science, History Minor

PERSONAL

- Student of knowledge and reader, decent snowboarder, and gardener.
- Fluent in English, Intermediate in Turkish, and Basic in Arabic.