



H. Merve Bal

UX/UI Designer

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EDUCATION

Ux Designer Certificate

Google
Coursera
April 2022 - September 2022

Bachelor of Architecture

I. D. Bilkent
Ankara, Turkey
2020 Graduate

TOOLS

Figma
Adobe XD
Adobe Photoshop
Adobe Illustrator
Adobe Premiere Pro
Blender

EXPERIENCE

Junior UX/UI Designer - SWEATSQUAD

Blue Lime, LLC.

July 2020 - February 2022

- Involved in every aspect of the design process from start to finish with a user-centered approach.
- Created visual design prototypes, icons, and developed solutions for new features, resulting in a 10% increase in user satisfaction.
- Conducted usability studies and designed improvements in user flow, created solutions to pain points before and after redesigns.
- Created marketing content for Instagram and Product Hunt, which increased user interest by 50%.

Freelance Designer

March 2021 - Present

- Social media & branding design
- Illustration & icon design - Rockmyhomescreen

SKILLS

- Empathizing with users by creating empathy maps, personas, user stories, and user journey maps
- Defining user pain points
- Ideating design solutions using Crazy Eights, How Might We, and competitive audits
- Creating wireframes and prototypes on paper and digitally
- Developing mockups using visual design elements and principles
- Conducting interviews and usability studies
- Considering accessibility and prioritizing users at every point in the design process