



# BASAK LACIN

UX/UI Designer

## E-MAIL

lacin.basak@gmail.com

## WEBSITE

[basaklacin.me](https://basaklacin.me)

## PHONE

+90 537 811 53 63

## WORK EXPERIENCE

### Insider UX/UI DESIGNER - ANKARA (2020 - Current)

- A product company that designs and develops marketing and customer experience tools.
- Worked in the development of multiple products like Web Push, SMS and WhatsApp API.
- Designed features according to the user need while keeping all the products consistent.
- Conducting user research and testing on the e-commerce field to understand the need.
- Supporting Product Management Team and worked with PMs, Front-end Devs, QAs.

### Sherlock srl. DESIGN INTERN - TURIN (2017 / 2 months)

- A start-up company that creates the ultimate GPS anti-theft device for bikes.
- Focused on the app and web design, where I became confident in Sketch and Illustrator.
- Designed 2-3 products in Fusion to 3D print.
- Learned that in a start-up you have to adapt to be a Graphic, Product and Ux Designer at the same time.

### Radio Odtu MUSIC ASSISTANT - ANKARA (2014-2017 / 2.5 years)

- Well known local radio station, ran by METU university.
- Worked as a volunteer where I invested most of my time while studying but gave me pure happiness.
- Learned dedication of loving what you do with the people you love and trust is the key to continuous success.

## ADDITIONAL EXPERIENCE

GORBON TILES Ceramic Tiles Manufacturing  
• Designer - Istanbul (2019)

PASABAHCE Glass Manufacturing  
• Graduation Project - Istanbul (2018)

PENOORA'S Handmade Artisan Clothing  
• Design Intern - Ankara (2017)

STUDIO DELTA POTTERY Ceramics studio  
• Pottery Intern - Turin (2017)

ETMK Design Week  
• Volunteer - Istanbul (2016)

NURUS Office Furniture Solutions  
• Design Intern - Ankara (2016)

## EDUCATION

**MA in User Experience** Loughborough University, Loughborough/UK  
Cum. GPA: 3.80 (2019-2020)

**BSc Industrial Design** Politecnico di Torino, Turin/Italy  
Cum. GPA: 3.92 (2017)  
Erasmus student

**BSc Industrial Design** METU, Ankara/Turkey  
Cum. GPA: 3.27, Honour student (2014-2018)  
Graduation Ranking: 4th- among 60 people

## AWARDS & MENTORSHIPS

Airbnb x ADOBE XD Creative Jam  
Honorable mention  
Crate - Travel experience (Rank 12/500 teams)

UXathon with Hong Kong University  
Best Branding 2nd

Appcent Designathon  
Mentor  
In a designathon held on April 2-4 with an animal welfare organization, I provided mentor support to the competitors throughout the process. I assisted in Persona development, Wireframing, UX Research.

IMMIB Furniture Design Competition  
Honorable mention  
Bubbles - Children Washbasin Project

## WORKSHOPS

**IBM - Design Thinking Workshop**  
• Participated an intense problem solving session.  
• Research consisted role-playing and persona creation, ideation, wireframing and even prototyping followed by.

**Adobe - XD Workshop**  
• Improved my skills in XD in a 5 hour lecture.  
• Had the opportunity to ask my questions to a Adobe employee.

**UX Services - UX Research Workshop**  
• Enhanced my skills in persona creation, behavioral mapping, contextual inquiry and interviewing in detail.  
• Got a job offer as a result of my presentation.

## SKILLS

### DESIGN METHODS

User Research  
Wireframing  
Prototyping  
Responsive Web Design  
Mobile App Design  
Usability Analysis

### TOOLS

Figma  
Sketch  
Maze  
Marvel  
Adobe XD  
Illustrator  
Photoshop

### LANGUAGE

Turkish - Native  
English - Advanced  
Italian - Beginner  
Japanese - Beginner

### HOBBIES

Ceramics  
Violin  
Ballet