



Gülperi Ö. Günenç

UX & UI Designer

with a Master Degree in
Web Design & Multimedia

✉ gulperioztangunenc@gmail.com

☎ +31-6-27-553-728

📍 Haarlem, Netherlands

🌐 www.gulperi.com

Hard Skills

- Figma
- Marvel
- Invision
- Adobe Creative Studio
- Miro
- Jira
- User Research
- UI Design
- UX Design
- User Flows
- User Personas
- Competitor Research
- Paper Prototypes
- Wireframes
- Mockups
- A/B Testing
- Preference Tests
- Usability Testing
- HTML 5
- CSS

Soft Skills

- Observation
- Decision making
- Communication
- Multi-tasking

Languages

- English (Fluent)
- Turkish (Native)
- Dutch (Elementary)
- Italian (Elementary)

Professional Experience

UX & UI Designer – Findık Design

Istanbul, 2020 – Present- Freelancer

I lead art direction and UI design. I also contribute analyzing the problems and pain points of the current projects to redesign websites and apps. I communicate with clients, designers and developers. I prepare the deliverables for developers. I present the design to the clients. As a UX designer, I also conducting usability tests, doing competitor and user research, creating personas and flows. With my commitment, the clients are happy and trust the user-centered designs. I own the projects as my own brand and care on the process.

Art Director, UI & Product Designer – Matelu

Istanbul, 2017 –2020 – Full time contractor

I lead art direction. I did market research. I decided which products to purchase. I designed and build the E-Commerce Website. I contribute with the product photography process. I conducted usability tests with customers. I managed client needs. I engaged with other designers about branding and concept design. I did competitor and user researches, created personas.

With all the effort, we have reached many clients. Social media usage and website traffic was risen %30 up in the first 6 months. We had % 60 positive feedbacks with the purchasing, based on the surveys. In 3 years, we have reached % 80 positive feedbacks.

Education Background

Project Management

Yildiz Teknik University
Istanbul, 2018

Masters in Web Design & Multimedia

Scuola Politecnica Di Design
Milan, 2011-2012

Bachelor of Fine Arts, Graphic Design

Bilkent University,
Ankara, 2004 – 2009

Certifications

UX Design Immersive

Career Foundry

Netherlands, 2022 – 2023

Dutch Language A0–A1

Double Dutch Haarlem

Netherlands, 2022 – 2023

Professional Advanced Coach Certification

ICF Turkey, 2019

Product Photography

PhotoPlay / Playtime

Istanbul, 2019

Executive & Team Coach

Master of NLP

EFT

Basic Psychology

Relationship Coach

Breath Coach

ICF Turkey,

Istanbul, 2019

Art Therapy

Istanbul, 2020

Mindfulness, MBSR

Mental Ofis,

Istanbul, 2020

Laughter Yoga &

Happiness Coach

Berkeley, 2020

Hobbies

- Coaching
- Boxing
- Arts & Crafts like Papier Mache
- Visiting museums and galleries

On the side;

Professional Life and Team Coach – NLP Master

Zihin ve Denge, www.zihinvedenge.com

Istanbul, 2019 – Present – Self Employed

I am helping individuals experiencing challenges or seeking transformative changes in their lives for 4 years.

Also, professionals encountering difficulties in meeting deliverables, navigating office life, sustaining self-motivation, or grappling with physical issues stemming from stress and anxiety. I help them too.