Bulent Keles

I design to connect humans, technology & organizations

bulentkeles.com • bulentkeles@gmail.com • +90 (553) 204 8608

01

ISTANBUL, TURKEY   2019 — PRESENT

Design Lead, Accenture

Accenture is a multinational professional services company working with 90% of Fortune 100 companies. I'm currently leading design at Accenture and building next-gen products and solutions for our clients. **A typical day consists of:**

- Building an effective design team
- Assisting and empowering team members
- Establishing agile design practices
- Creating an organizational design culture
- Creating design concepts to assist team
- Working with engineers for better collaboration

- Designing end-to-end solutions
- Taking part in client engagements
- Establishing design standards for team
- Developing and contributing to design systems
- Overseeing day-to-day design efforts
- Providing vision and roadmap for the design team

AUTOMOTIVE   ENERGY   FUTURE MOBILITY   GOVERNMENT   DESIGN SYSTEMS   CONNECTED INDUSTRY   SALES

02

REMOTE   2017 — PRESENT

Freelance Designer, Sum Labs/Raise/Missive

I've been freelancing with Silicon Valley startups for the past 4 years. Among those startups I've been able to work with companies aiming to change commercial real estate, healthy living, publishing and gifting. During this time I designed mobile and web apps, marketing sites, presentations, logos, book covers, landing pages, e-mailing templates and more. **A typical day consists of:**

- User behavior analysis
- User persona creation
- Creating graphics & interactions
- Developing advanced wireframes
- Building prototypes and testing hypotheses
- Building new brands for new products
- Mapping out user flows and site structures

- Creating marketing material
- Establishing visual design guidelines
- Creating and delivering consistent iconography
- Presenting to product teams
- Understanding product requirements
- Testing product-market fit
- Communicating with engineers for better workfllows

GFL IOS APP   ATHENA IOS APP   ATHENA BRANDING   DEALROOM WEB APP   RESPONSIVE WEBSITE   MARKETING PITCH

03

2017 — 2017

UI/UX Designer, Kolektif Labs

Kolektif Labs is a design studio based in Istanbul serving clients from various industries. I worked on several projects in sports, finance, and technology. **A typical day consists of:**

• Create end-to-end designs for client projects
• Create concept designs to support sales
• Design wireframes and prototypes for testing
• Conduct client presentations

• Develop & communicate internal design processes
• Work with third parties to discover data requirements
• Organize and deliver investor pitches
• Collaborate with clients to understand user needs

GALATASARAY WEB DESIGN   GALATASARAY FAN PAGE   KOLEKTIF FINANCE APP   DESIGN FOR GOOD   HUG LIFE SOCIETY

04

ISTANBUL, TURKEY   2016 — 2017

UI/UX Designer, InnovationBox

InnovationBox is a mobile product studio based in Istanbul, best known for its popular utility apps. I created graphics to support sales and worked on several web projetcs. **A typical day consists of:**

• Designing wireframes and prototypes
• Preparing for RFPs
• Creating graphics to support sales

• Developing client presentations
• Establishing design standards
• Collaborating with client teams to understand needs

SMARTFACE UX DESIGN   MOBILIZED UX DESIGN   MEETUP UX DESIGN   IBX UX DESIGN   CREDENTIALS DESIGN

05

ISTANBUL, TURKEY   2012 — 2016

Head of Products, Valensas

Valensas is an enterprise mobility and product company with a track record of successfully delivering countless apps to clients in finance, aviation, publishing and more. I was in charge of in-house products and testing for product-market fit. I also designed product experiences and worked closely with clients for continuous iteration.

• Designing product experiences
• Gathering user requirements
• Analysing user data
• Designing wireframes and POCs

• Designing marketing materials
• Collaborating with engineers about product roadmap
• Developing support systems
• Planning product strategy and roadmap

WORKBUK IOS APP   WORKBUK WEB DESIGN   VEACON WEB DESIGN   VDP MAC/OS APP DESIGN   VDP WEB DESIGN

UX Design General Assembly, San Francisco

Completed an immersive UX program which helped me understand the importance of users and rapidly testing new ideas in today's fast moving workplace.

Boston University, Information Systems

Concentrated in Information Systems, a program focused on understanding and using data systems to assists the decision making process in modern business environments.

Skills & Tools

UI Design • UX Design • Visual Design • User Research • Graphic Design • Apps • Wireframing • Logos • Prototyping • Brand Identity • Responsive Web • Service Design • Presentation Design • Journey Mapping • Usability • Sketch • Figma • Framer • Invision • Studio • XD • Abstract • Zeplin • Grids • Illustrator • Premier • Photoshop • Indesign • Design Systems • Material • Carbon • Fluent • Front-End Development • HTML • CSS • Some JS • Atom • GitHub • Sublime • Visual Studio Code • Jira • Trello • Slack • Apple HIG • Analytics • HotJar • Mixpanel • Flurry • Fullstory

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Languages

I'm native in Turkish, fluent in English and currently trying to pick up my rusty German.