

# Bulent Keles

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## 01

ISTANBUL, TURKEY

2019 – PRESENT

### Design Lead, Accenture

AUTOMOTIVE

ENERGY

E-COMMERCE

GOVERNMENT

LIFE SCIENCES

Accenture is a multinational professional services company working with 90% of Fortune 100 companies. I lead design at Accenture Turkey and build next-gen products and solutions for our clients around the globe.

- Designed user-centered web & mobile apps
- Conducted research for continuous improvement
- Developed wireframes, prototypes, and mockups
- Built an effective design team
- Worked in cross-functional teams for delivery
- Assisted and empowered team members
- Established agile design practices
- Created design concepts to assist sales
- Worked with engineers for effective collaboration
- Took active part in client engagements
- Achieved 100% user satisfaction for my designs
- Established design standards for the team
- Stayed up-to-date on the latest design trends
- Developed and contributed to design systems
- Oversaw day-to-day design efforts
- Provided vision and roadmap for the design team

## 02

SAN FRANCISCO, REMOTE

2017 – 2021

### Freelance Designer

HEALTH & WELLNESS

PUBLISHING

COMMERCIAL REAL-ESTATE

ANALYTICS

I am a freelance designer with 4+ years of experience in Silicon Valley startups. I have worked with founders in the commercial real estate, healthy living, publishing, and sports industries, designing mobile apps, web apps, marketing sites, presentations, logos, book covers, landing pages, and email templates.

- Conducted usability tests
- Created user personas
- Designed high-end graphics & interactions
- Developed advanced wireframes
- Built prototypes and tested hypotheses
- Developed new logos and brands for products
- Mapped out user flows and site structures
- Created marketing material
- Established visual design guidelines
- Created and delivered icon sets
- Presented to product teams
- Researched and understood product requirements
- Tested product-market fit
- Communicated with engineers on designs

## 03

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ISTANBUL, TURKEY

2017 – 2017

### UI/UX Designer, Kolektif Labs

SPORTS

RETAIL

FINANCE

SAAS

Kolektif Labs is a design studio based in Istanbul serving clients from various industries. I worked on several projects in sports, finance, and technology.

- Delivered end-to-end designs for client projects
- Created concept designs to support sales
- Designed wireframes and prototypes for testing
- Conducted client presentations
- Developed & communicated design processes
- Worked with client teams to discover requirements
- Organized and delivered investor pitches
- Collaborated with clients to understand user needs

## 04

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ISTANBUL, TURKEY

2016 – 2017

### UI/UX Designer, InnovationBox

SAAS

VENTURE CAPITAL

UTILITY

EVENT MANAGEMENT

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-based projects.

- Designed wireframes and prototypes
- Prepared RFPs and supported sales
- Designed POCs for clients
- Developed client presentations
- Established design standards
- Collaborated with client teams to understand needs

## 05

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ISTANBUL, TURKEY

2012 – 2016

### Head of Product, Valensas

PUBLISHING

ONLINE BANKING

SAAS

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 product design and product-market fit. I also worked closely with clients for to establish a continuous improvement mindset.

- Designed product experiences
- Gathered user requirements
- Analyzed user data
- Designed wireframes, concepts and POCs
- Prepared and executed product launch events
- Designed marketing materials
- Collaborated with engineers about product roadmap
- Developed support systems
- Planned product strategy and roadmap
- Presented to potential investors

EDUCATION

2016

## **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.

EDUCATION

2004

## **Boston University, Information Systems**

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

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## **Skills & Tools**

**UI Design • UX Design • Interaction Design • User Research • Graphic Design • Animation • Mobile App Design • Web Design • Digital Signage Design • Responsive Design • Presentation Design • Wireframing • Logo Design • Design Systems • Material Design • Carbon Design • Fluent Design • Prototyping • Brand Identity • Journey Mapping • Usability • Figma • Sketch • Framer • XD • Invision • Studio • Zeplin • Grids • Illustrator • Premier • Photoshop • Indesign • HTML • CSS • Atom • GitHub • Sublime • Visual Studio Code • Jira • Azure DevOps • Trello • Slack • Apple HIG • Analytics • HotJar • Mixpanel**

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## **Languages**

I'm native in Turkish, fluent in English and working on improving German.