

LUNA SEVER

An experienced UI/UX designer from Turkey based in Vancouver. Dedicated to creating engaging user experiences and interfaces by making user-centered designs that are both aesthetically pleasing and accessible.

PORTFOLIO

lunasever.com

GAME PORTFOLIO

lunasever.artstation.com

CONNECT WITH ME ON

linkedin.com/in/lunasever

BASED IN

Vancouver/BC,Canada

EMAIL ME AT

lunabenay@gmail.com

CONTACT ME AT

778 *** ** **

Education

Post Degree Diploma:
Web and Mobile Design
and Development

Langara College
Vancouver/BC
April 2022 - August 2023

Bachelor of Art:
Economics and Finance

Bahcesehir University
Istanbul/Turkey
Sept 2015 – Sept 2019

Work Experience

- July 2023 - Present**
UI/UX Designer
Langara College - Vancouver /BC
Parallel Play is an extensive database of culturally diverse plays and playwrights, curated by theatre people.
 - Designing mockups using Figma based on analyzed user testing feedback to create a clear blueprint of app behavior and user engagement while handing off to developers.
 - Creating wireframes and prototypes in Figma to help visualize design and content structure, increasing efficiency in mockup creation.
 - Incorporating better user experience with research and stakeholder interviews to achieve continuous improvement.
- July 2022 - Present**
Visual Designer
GVA Brands - Vancouver/BC
GVA is group of brands ranging from ATVs, scooters and skincare products.
 - Collaborating closely with client to understand their brand identity, target audience and product features, translating these insights into package designs that effectively communicate the product.
 - Leveraging my expertise in typography, color theory, and visual hierarchy to create packaging that conveys key product information clearly.
 - Utilizing industry-standard software, such as Adobe Illustrator and Photoshop to create packaging designs, adapting to diverse design preferences and regulatory requirements while maintaining a consistent brand identity.
- Oct. 2019 - Sept. 2021**
Visual Designer
NakitCoins - Istanbul /Turkey
NakitCoins the very first physical crypto exchange office of Turkey.
 - Engineered website visual assets with Adobe Illustrator. This helped users navigate the website more intuitively by providing context to the content, resulting in a better user experience.
 - Implemented social media visual campaigns to align with marketing strategies using Adobe Photoshop , which enhanced the brand's online visibility and increased online engagement.
 - Brainstormed creative ideas, researched concepts and created designs that resulted in highly market-related social media accounts that attracted more than 8000 people.
- Feb. 2019 - Nov. 2020**
Design Assistant
Bahcesehir University/BlockchainIST Center - Istanbul /Turkey
BlockchainIST Center is the first university research and development centre in Turkey for Blockchain Technology.
 - Designed a UI kit and mockup using Adobe XD for a blockchain-based mobile app. This enhanced the application's usability by providing a consistent design framework, resulting in a more intuitive and engaging user experience.
 - Designed compelling wall displays in indoor and outdoor environments, as well as printed materials such as magazines, bulletins, and newsletters. This resulted in increased traffic to the BlockchainIST Center from university students.
 - Created visual content for Instagram, Facebook, and Twitter that entertained more than 10,000 users collectively.



LUNA SEVER

An experienced UI/UX designer from Turkey based in Vancouver. Dedicated to creating engaging user experiences and interfaces by making user-centered designs that are both aesthetically pleasing and accessible.

PORTFOLIO

lunasever.com

GAME PORTFOLIO

lunasever.artstation.com

CONNECT WITH ME ON

linkedin.com/in/lunasever

BASED IN

Vancouver/BC, Canada

EMAIL ME AT

lunabenay@gmail.com

CONTACT ME AT

7783194530

Education

Post Degree Diploma:
Web and Mobile Design
and Development

Langara College
Vancouver/BC
April 2022 - August 2023

Bachelor of Art:
Economics and Finance

Bahcesehir University
Istanbul/Turkey
Sept 2015 - Sept 2019

Projects

May
2023
-
Aug.
2023

Design Lead - UI/UX Designer

Colourfit - Vancouver, BC

ColourFit is a mobile application which helps vision-impaired people identify the colour of an outfit and get colour recommendations for the selected outfit.

- Built a moodboard using Invision to create a design direction for the brand. Created an accessible UI Kit consisting of typography, icons, elevations, color palette, and components, catering to color-blind individuals by considering legibility, interface design hierarchy, and proper color contrast.
- Designed a single-page website and app mockups using Figma, illustrated the project's visual assets using Adobe Illustrator, and produced splash screen and logo animations using Premiere Pro and Animate. This helps users better understand the app's value proposition across all platforms while maintaining accessibility.
- As the lead of the design team, I prioritized accessibility and collaborated between designers and developers. My initiative guided the project towards a carefully thought-out and accessible user interface.

Jan.
2023
-
Apr.
2023

Design Lead - UI/UX Designer

Gallop - Vancouver, BC

Gallop is a web platform that simplifies the horse breeding process by minimising the effort spent on looking for the perfect horse.

- Planned the content strategy by creating content audits, content models and content priority documents. This helped achieve a user-focused and strategically aligned content strategy, emphasizing key content and organizing content priority.
- Utilized Figjam for user personas, stories, and flows, improving understanding of demographics, behaviors, and preferences. Conducted card sorting for organized content and sitemap to achieve user centered result. Tested the outcomes through usability testing and user interviews, implemented changes to ensure user-centric improvements, leading to a seamless user experience for the project.
- Built mood boards using Miro. Created a UI Kit, mockups and prototypes by using Illustrator and Figma to ensure cohesive design system was achieved. This helped developers follow clear guidelines during implementation. Designed marketing materials and a proposal using Indesign to achieve consistency across printed products.

Sept.
2022
-
Dec.
2022

UI/UX Designer

Vantastic - Vancouver, BC

Vantastic is a website, offers personal tour guides tailored to your preferences.

- Created the wireframes and prototypes using Figma and Balsamiq. This engineered a visual blueprint for the project, resulting in improved user experience by identifying and resolving design issues before mockups.
- Designed a UI kit with Figma to better ensure that design choices are aligned throughout the project, resulting in efficient collaboration between team members.
- Participated in design review and meeting sessions with developers to communicate design feasibilities. This helped the design preserve itself while identifying technical constraints.