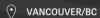# Luna Sever

UI/UX designer experienced in creating both digital and printed materials. Dedicated to creating engaging mobile app UIs, website interfaces, printed proposals and more by making user-centred designs that are both aesthetically pleasing and accessible.

- 📍 VANCOUVER/BC
- ✉️ LUNABENAY@GMAIL.COM
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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

UI/UX Designer
Langara College - Vancouver /BC
Parallel Play is an extensive database of culturally diverse plays and playwrights, curated by theatre people.

July 2023 - Present

- Creating mockups using Figma from analyzed user testing feedback and data. This creates a clear blueprint of app behaviour and user engagement while handing off to developers.
- Creating wireframes and prototypes in UXPin to help visualize design and content structure and increase efficiency while creating mockups.
- Incorporating better user experience with research and stakeholder interviews to achieve continuous improvement.

Check-In Assistant
Langara College - Vancouver/BC
The Writing and Subject Tutoring Centre in Langara College, offers to help students with research and writing needs.

Jan. 2023 - Aug 2023

- Acted as the first point of contact, greeted students and provided information about the Centre. This helped students easily navigate and find appropriate tutoring section.
- Scheduled appointments and received prior information about the project they want to work on during tutoring sessions to help tutors reallocate their time towards assisting students.

Graphic Design Artist
GVA Brands - Vancouver/BC
GVA is group of brands ranging from ATVs, scooters and skincare products.

July 2022 - Present

- Collaborated closely with client to understand their brand identity, target audience, and product features, translating these insights into package designs that effectively communicate the product.
- Leveraged my expertise in typography, color theory, and visual hierarchy to create packaging that conveys key product information clearly.
- Utilized industry-standard software, such as Adobe Illustrator and Photoshop to create packaging designs, adapting to varying design sensibilities and regulatory requirements while maintaining a consistent brand identity.

Visual Asset Designer
NakitCoins - Istanbul /Turkey
NakitCoins the very first physical crypto exchange office of Turkey.

Oct. 2019 - Sept. 2021

- Engineered website visual assets with Adobe Illustrator. This helped user's navigate through website more intuitively by providing context to contents resulting in a better user experience.
- Implemented social media visual campaigns to align with NakitCoins' marketing strategies using Adobe Photoshop which enhanced brand online visibility and increased online engagement.
- Brainstormed creative ideas, researched concepts and created designs which resulted in highly market-related social media accounts that attracted more than 8000 people.

Research Design Assistant
Bahcesehir University/BlockchainIST Center - Istanbul /Turkey
BlockchainIST Center is the first university research and development centre in Turkey for Blockchain Technology.

Feb. 2019 - Nov. 2020

- Designed a UI kit and mockups 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 and printed materials such as magazines, bulletins and newsletters which resulted in increased traffic to BlockchainIST Center from university students.
- Created visual content for Instagram, Facebook and Twitter which entertains more than 10000 users collectively.

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Work Experience, cont.

Sep. 2019 - Oct. 20

Digital Account Assistant
MeLway - Istanbul /Turkey
MeLway Danismanlik specialises in consulting services in data analysis, sustainable technology, marketing,and business development.

- Researched up-to-date sector best trends and monitored competitor websites. This helped better shape the content according to evolving needs and preferences of the target audience.
- Created visual content with Photoshop and Illustrator for Instagram, Facebook and Twitter resulted in an increase in impression rate by 30%.
- Organised, maintained and updated clients' website content on 15 unique websites resulted in highly updated sector trend focused content.

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 which consists of typography, icons, elevations, colour palette, and components to cater to colour blind individuals by taking account the legibility, hierarchy in interface design and propor colour contrast.
- And designed a single page website and app's mockups using Figma, illustrated the project visual assets using Adobe Illustrator and produced splash screen and logo animations using Premiere Pro and Animate to help users to understand app's value proposition better across all platforms while maintaining accessibility.
- As the lead of the design team, I set our first priority to be accessibility and with collaboration between designers and developers, my initiative directed the project to have a carefully thought out, 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 auditing, content modelling and content priority documents. This helped to achieve user-focused and strategically aligned content strategy by emphasizing key contents 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 with usability testing and user interviews, made implementations to ensure user-centric improvements which led the project to have a seamless user experience.
- Built mood boards using Miro. Created UI Kit, mockups and prototypes by using Figma and ensured consistent design system was achieved. This helped developers to have guidelines while implementing. Designed marketing materials and proposal by using Illustrator and Indesign to achieved consistency across all 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 visual blueprint for the project which resulted in improved user experience by identifying and resolving design issues before mockups.
- Designed UI kit with Figma to better ensure that design choices are aligned throuogut the project resulting in efficient collabaration between team members.
- Participated in design reviews and meetings sessions with developers to communicate design feasibilities. This helped design to preserve itself while identifying technical constraints.