BLEDA TÜNAY

User Experience & User Interface Designer - Product Designer - Technical Designer - Technical Artist - Game Designer

INFO

🌐 www.bledatunay.com

in www.linkedin.com/in/bledatunay

✉ bledatunay@gmail.com

📍 İzmir, Türkiye

📞 +905364742673

EDUCATION

Middle East Technical University
Game Technologies (MS)
2016 - 2020 (CGPA: 3.79/4.00)

Bilkent University
Graphic Design (BA)
2010 - 2014 (CGPA: 3.40/4.00)

LANGUAGES

- Turkish (Native)
- English (Bilingual)
- German (A2)
- Icelandic (A1)

DESIGN EXPERTISE

- Prototyping & Wireframing
- Usability Testing
- Customer Journey Mapping
- Documentation
- Information Architecture
- Design Thinking
- User Persona Development
- Design Systems
- Feedback Incorporation
- Onboarding Optimization
- Product Dashboards
- Stakeholder Collaboration
- Cross-Disciplinary Operation
- User Research & Analysis
- Trend Analysis
- Data Integration & Messaging
- Regulatory Compliance
- Conflict Resolution

ABOUT

I am a seasoned UI/UX designer with 10 years of experience in the games industry, with contributions to multiple successful AA and AAA projects across various platforms. My multidisciplinary expertise spans technical design, technical art, and game design in addition to my UI/UX focus, allowing me to bridge the gap between creative vision and technical execution seamlessly.

Throughout my career, I have honed a comprehensive understanding regarding proficiencies in soft skills such as team collaboration, communication, and problem-solving and hard skills encompassing advanced software tools, design principles, and technical implementation, to ensure efficient and effective project development. I thrive in dynamic, fast-paced environments and am passionate about creating engaging, intuitive user experiences that elevate gameplay and delight players.

WORK EXPERIENCE

Chimera Entertainment | Munich, Germany | March 2022 - April 2024
Senior UI/UX Designer
Led the design and implementation of user experience & interface research, design, prototyping, testing and implementation for a diverse portfolio of AAA games for 2K Games and Netflix Games, as well as providing advanced technical design and technical art support whenever needed.

Songs of Silence | AAA, Original IP, Grand Strategy for PC / Consoles

As a UX designer, I played a pivotal role in enhancing the overall player experience. My primary focus was on optimizing player interactions throughout the game, ensuring a seamless and intuitive user journey.
- UX Design: Conducted user research, designed controls and navigation, developed prototypes, collaborated with game design, and used analytics for ongoing improvements.
- A/B Testing: Executed A/B tests, analyzed results, documented findings, coordinated with QA, and validated designs with player data.
- Supporting UI Design: Created mockups, developed a UI style guide, collaborated with UI artists and engineers, and ensured accessibility.
- Console Port: Adapted UI and controls for consoles, redesigned gamepad navigation, conducted usability testing, and ensured consistency across platforms.

Shadow & Bone: Enter the Fold | AAA, Netflix Games, FRP for Mobile

As a UI/UX designer and technical artist, I was involved from inception to completion, ensuring an exceptional user experience.
- User and Competitor Research: Conducted research to understand user needs, industry trends, and competitors, informing design strategies.
- UX Design: Created user flows, wireframes, and interactive prototypes, refining designs based on feedback to enhance functionality.
- UI Design: Developed high-fidelity visuals, established a UI style guide, and worked with artists and developers for a consistent mobile interface.
- Technical Art: Optimized art assets for mobile devices, balancing quality and performance for smooth gameplay and sharp graphics.
- End-to-End Development: Coordinated with cross-functional teams throughout the project, ensuring cohesive design and high-quality implementation.

XCOM Legends | AAA, 2K Games, TB-RPG for Mobile

As a UI/UX designer, I collaborated with the 2K games design team, focusing on enhancing the design process and integrating live ops features.
- Research and Live Ops: Conducted extensive research on user needs and competitor strategies, introducing live ops features to enhance player engagement and retention.
- UI/UX Design: Developed intuitive interfaces and interactions, ensuring alignment with game design and enhancing overall user experience.
- Design Process Optimization: Streamlined the design pipeline to improve efficiency and collaboration, implementing best practices for quicker iterations and higher quality.
- Feature Integration: Worked closely with the design team to incorporate new features and refine existing ones, ensuring seamless integration and optimal functionality.

DESIGN TOOLS

- Figma
- Google Suite
- Illustrator
- Photoshop
- AfterEffects
- Unity
- InVision
- Premiere
- Miro
- InDesign
- Axure
- Unreal
- Machinations
- Twine
- Construct
- Audition
- Krita
- Blender

FRAMEWORKS

- Jira
- Confluence
- Slack
- Trello
- ClickUp
- Discord
- Asana
- Git
- Visual Studio
- C#
- HTML/CSS
- JavaScript
- Python
- Bash

TECHNIQUES

- KPI Analysis
- SWOT
- A/B Testing
- Heuristic Evaluation
- Contextual Inquiry

REFERENCES

- **Christian Kluckner**
  (Managing Director & Co-Founder, Chimera Entertainment)
- **Tom Fiedler**
  (Head of Design, Chimera Entertainment)
- **Sergej Kari**
  (Prinpical UX Designer, Chimera Entertainment)
- **Marek Brzozowski**
  (Studio Instructor & Illustrator, Bilkent University)
- **Burkay Özdemir**
  (CEO & Head of Design, MildMania)

Livey | Reykjavik, Iceland | December 2021 - April 2022

Lead UI/UX Designer

Lead the design of a live streaming platform for music and sports content creators, I managed every aspect of the UI/UX design, from conceptualization to final implementation, to deliver an engaging and monetizable user experience.

Livey | Web service, Independent Streaming Platform

- UI/UX Design: Directed the overall design strategy, created intuitive interfaces, developed user flows, and designed interactive elements to enhance user engagement.
- User Research: Conducted research to understand the needs of content creators and viewers, informing design decisions and feature development.
- Prototyping & Testing: Developed prototypes and conducted usability testing to refine designs and ensure a seamless user experience.
- Design Implementation: Oversaw the implementation of design elements, ensuring consistency and high-quality across multiple platforms.

MildMania | Ankara, Turkey | September 2020 - March 2022

Senior Game & UX Designer

I was responsible for the design of multiple AA games on mobile and Roblox platforms, overseeing comprehensive UX and game design tasks to ensure engaging and balanced gameplay experiences.

Mayor Match | AA, Rollic Games, Match-3 Game for Mobile

- Game Design: Conducted competitor research, designed and implemented levels, and performed playtesting and usability research to refine gameplay.
- UX Design: Optimized user flows, design, and usability to enhance the player experience.
- UI Design: Oversaw UI design to ensure a functional and appealing interface.

PolyBattle | AA, Moonlight Interactive, FPS for Roblox

- Game Design: Managed live ops, designed and balanced weapons to enhance gameplay.
- UX Design: Overhauled the UX design to improve and streamline interactions.
- UI Support: Assisted with UI design to ensure consistency and pleasing looks.

Shoot Out! | AA, Gamefam, FPS for Roblox

- Game Design: Managed live ops, designed and tweaked maps to enhance gameplay.
- UX Design: Overhauled the UX design to improve and streamline interactions.

Creasaur Entertainment | Ankara, Turkey | March 2018 - January 2019

Product & Game Designer

I was handling the overall design of a premium AA game, while giving UX & game design support across multiple F2P projects of the company.

Luca: The Dreamer | AA, 2D Puzzle Platformer for Mobile

BADUKA | F2P, Puzzle for Mobile

pliq | F2P, Puzzle for Mobile

Pixofun | Ankara, Turkey | February 2016 - September 2017

UI/UX Designer & Technical Artist

I was responsible for the UI/UX design and technical art / implementation of assets in multiple serious game projects for major outside companies and their personnel education needs.

Next, Please! | Serious Game, FRP for PC

IsVille | Serious Game, Turn-Based Strategy for Mobile

QuizGame | Gamification, Trivia-Quiz for Mobile

Telco Tycoon | Serious Game, RTS for PC/Browsers

METU ATOM | Ankara, Turkey | August 2014 - January 2015

Junior UI/UX Designer

Contributed in shaping the user experience and designing the user interface of several small-scale mobile and web games, marking a pivotal step in career development within the games industry.

Radio Bilkent | Ankara, Turkey | November 2010 - February 2012

Producer & Graphic Designer

Orchestrated program planning, guest coordination, broadcast scheduling, and designed visually compelling promotional materials, logos, and digital assets.