

# MÜGE ÇETİNKAYA

As a UX designer, I follow the Design Thinking methodology by adapting it to my projects depending on user needs and business requirements. I like prototyping at varying levels of fidelity. In particular, sketching helps me communicate ideas easily with users and stakeholders at early stages of a project.

Before this journey I worked in digital marketing. With a professional experience of 12 years, I have expertise in Sales, Team Management, Operations Management, and Account Management.

Personal and professional development are key values for me; I am always eager to learn more and improve my hard and soft skills.

## WORK EXPERIENCE

Current  
|  
Nov 2018

### Service / UX Designer

Ekino

Paris, France

- Create digital and service oriented experiences, working on complex business interface redesign projects, particularly for clients in logistics and insurance industry.
- Create the necessary artefacts to communicate what the user experience ought to be, via wireframes, prototypes, user personas, storyboards, journey frameworks, and user flows and test and iterate to ensure optimal functionality.
- Organize and lead co-design and ideation workshops to propose solutions in response to user needs.

Oct 2017  
|  
Feb 2017

### International Key Account Manager

Kwanko Group

Paris, France

- Centralized account management for Kwanko's global top clients.
- Established efficient flow of information between local teams (12 teams in Europe and LATAM) and clients.
- Negotiated upselling and cross selling campaigns with current clients: trivago programmatic and email marketing budgets in Asian countries, Spain, and Mexico; Luread brands in new countries, which tripled the account's revenue.

Jan 2017  
|  
Aug 2015

### Country Manager Turkey

Kwanko Group

Istanbul, Turkey

- Monitored, supervised, and coordinated a team of four.
- Trained the Turkish team for relationship management, digital marketing, and technical skills.
- Studied and interpreted the branch's business data and reported to the regional director in Paris.
- Launched 30+ new campaigns with acquisition of new clients and up-selling to current clients including direct advertisers and agencies.
- Attained up to 37% monthly Gross Margin objective growth compared to the previous year.



## CONTACT

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🔗 [muge.fr](http://muge.fr)

in [cetinkayamuge](https://www.linkedin.com/company/cetinkayamuge)

📧 [@mugecetinkaya](https://twitter.com/mugecetinkaya)

## LANGUAGE SKILLS

English

French

Turkish

Spanish

## SOFTWARE SKILLS

Sketch

Invision

Adobe Illustrator

Marvel

Flinto

*The source code is available on  
[github.com/iowio/resume](https://github.com/iowio/resume).*

Jul 2015  
|  
Mar 2012

- **Account Manager – Senior Account Manager – Team Leader**  
Kwanko Group 📍 Paris, France
  - Initiated Kwanko's Turkish market from scratch from headquarters in Paris.
  - Acquired all local partners remotely from Paris until the opening of the local office in Istanbul.
  - Coordinated with the internal technical team and client's IT team for campaign setups utilizing html, pixels, product feeds, retargeting tags, cookies, and testing.

Jul 2011  
|  
Jan 2011

- **Business Development Associate**  
Groupon 📍 Istanbul, Turkey
  - Prospected new leads and setup the optimal deal structure with corporate accounts.
  - Sustained client relationships to relaunch new business deals and establish a loyal partnership base.

Jan 2011  
|  
Sep 2008

- **Vendor Management Supervisor**  
QNB Finansbank 📍 Istanbul, Turkey
  - Initiated and sustained retail banking relationships with vendor brands in fashion & apparel industry, department stores, and e-commerce. Organized advantageous payment options (e.g., installment, discount) campaigns.
  - Handled marketing channels and client relations throughout the campaign: TV, radio, newspaper, online ad creatives, SMS, and email marketing.



## EDUCATION

Sep 2018  
|  
Jul 2018

- **Intensive 9-week UX/UI Design Bootcamp (450+ hours)**  
Ironhack 📍 Paris, France
  - A new e-groceries feature for Naturalia: Ensuring a trustworthy e-groceries experience by connecting the customer with the person who prepares the grocery bag: a Personal Shopper.
  - Happiness app Appy: An iOS app that reminds happy memories when the user is sad and keeps their mood up via interactions within a closed group of friends on a horizontal timeline.
  - WeFilmGood, the meeting place of scriptwriters and producers: Redesign a new concept for the platform to transform it into a professional network, open to all talents.

2007  
|  
2003

- **Bachelor of Arts and Social Sciences in Management**  
Sabancı University 📍 Istanbul, Turkey

2007  
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2007

- **Erasmus Exchange Program**  
ESC Burgundy School of Business 📍 Dijon, France

2003  
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1996

- **High School**  
Saint Joseph French High School 📍 Istanbul, Turkey