

MÜGE ÇETİNKAYA

I am a UX Designer with a background in Digital Marketing. I did my UX/UI Design studies at Ironhack Paris in 2018. During my studies, I posted frequently on Medium about my design process and projects. You may find the link to my posts below on my profile and also check my portfolio or dribbble account to see some of my works.

I am trustworthy, detail oriented, and hardworking. I am good at relationship management and thrive to build long-term partnerships.

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 mostly on complex business interfaces redesign projects 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, or user flows, test and iterate to ensure optimal functionality.
- Organize and lead co-design and ideation workshops to propose solutions that would respond to user needs.

Oct 2017
|
Feb 2017

International Key Account Manager

Kwanko Group

📍 Paris, France

- Centralized Kwanko's global top clients' account management.
- Based in headquarter and was responsible of best flow of information between local teams (12 teams in Europe and LATAM) and clients.
- Negotiated upselling and cross selling campaigns with current clients. Negotiated trivago programmatic, and email marketing budgets in Asian countries, Spain and Mexico. Also launched Luread brands in new countries and tripled the account's revenue.

Jan 2017
|
Aug 2015

Country Manager Turkey

Kwanko Group

📍 Istanbul, Turkey

- Monitored, supervised and coordinated a team of 4.
- Trained the Turkish team for relationship management, digital marketing and technical skills.
- Studied and interpreted the branch's business data and reported to regional director in Paris.
- Launched 30+ new campaigns with acquisition of new clients and up selling to current clients including direct advertisers, as well as advertising agencies.
- Attained up to 37% monthly Gross Margin objective growth compared to previous year in 2016.



CONTACT

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LANGUAGE SKILLS

English

French

Turkish

Spanish

SOFTWARE SKILLS

Sketch

Invision

Adobe Illustrator

Marvel

Flinto

*The source code is available on
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 Paris head office.
- Until the opening of the local office, acquired all local partners remotely from Paris.
- 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 (ie installment, discount) campaigns.
- Handled marketing channels and client relations throughout the campaign, (TV, radio, newspaper, online ad creatives, SMS and email marketing)
- Managed Marks&Spencer store card and issues relating to termination of this product, collaborating with the legal, product management, communication and alternative distribution channels departments.



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
|
2007

● **Erasmus Exchange Program**

ESC Burgundy School of Business

📍 Dijon, France

2003
|
1996



High School
Saint Joseph French High School

📍 Istanbul, Turkey