Islam Erkale

+1 604 722 0583
Vancouver, BC, Canada
islamerkale@gmail.com

PERSONAL SUMMARY

UX/UI Designer with **3+** years of experience in user-centered design and digital product development. Specialize in creating intuitive interfaces that enhance engagement and drive conversions. Skilled in end-to-end UX processes (research, wireframing, prototyping, high-fidelity design) with working knowledge of HTML/CSS/JavaScript. Proficient in Figma and Adobe Suite. Experienced in developing accessible digital experiences for fashion and retail sectors. Make data-driven design decisions supported by user testing and analytics. Collaborative team player who delivers brand-aligned solutions that meet business objectives.

EDUCATION

UX/UI Design Certification - Udemy | 2023
Business Communication - Greystone College | 2022
Textile Engineering - University of Suleyman Demirel | 2012–2017

SKILLS

- **UX/UI Design:** UX Research, Wireframing, Prototyping, High-Fidelity Designs
- **Front-End Development:** HTML, CSS, JavaScript (Basic)
- **SEO & Digital Marketing:** Keyword Research, Technical SEO, Backlink Building
- **Tools:** Figma, Sketch, Adobe Photoshop, Balsamiq, Sublime Text, GitHub, Google Analytics, SEMrush

CERTIFICATIONS

HTML, CSS, and JavaScript for Web Developers -Johns Hopkins University - September 2024
Introduction to Google SEO - University of California, Davis - October 2024
Foundations of Data Science - Google - October 2024
Google UX Design Professional Certificate - Google - July 2024 – September 2024

WORK EXPERIENCE

Freelance UX/UI Designer - Big Spark Media - January 2024 – Present

- Provide web design, UX/UI, social media management, and video editing services.
- Showcase completed projects and pitch new ideas to clients.

IT and Design Website Coordinator - VFW - March 2024 – August 2024

- Led visual, CMS, and UI design for multiple fashion event websites.
- Collaborated with the marketing team to optimize landing pages and improve SEO.
- Conducted user testing and enhanced UI, resulting in higher click-through rates.
- Designed graphics for campaigns and monitored analytics for performance insights.

Event, Website and Media Assistant - VFW - January 2024 – March 2024

- Managed dynamic content (events, designers, media) for freshness and engagement.
- Collaborated with designers to enhance visual appeal and brand consistency.
- Optimized site performance (speed, SEO) to boost traffic and user experience.

Product Engineer - Almaxtex - 2019 – 2021

- Managed fabric preparation, cutting, and quality control for high-profile brands (Nike, Zara, Tommy Hilfiger).
- Inspected 50,000+ product cuts daily and prepared detailed production reports.

REFERENCES

Jamal Abdourahman
+1 (778) 996-2200
Founder of Vancouver Fashion Week