

**Islam Erkale**  
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## PERSONAL SUMMARY

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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.

## WORK EXPERIENCE

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### Freelance UX/UI Designer

Big Spark Media | Vancouver, Canada

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

Vancouver Fashion Week | Vancouver, Canada

January 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.

### Product Engineer

Almaxtex | Bursa, Turkey

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.

## EDUCATION

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### UX/UI Design Certification

Udemy | 2023

### Business Communication

Greystone College | 2022

### Textile Engineering

University of Suleyman Demirel | 2012–2017

## CERTIFICATIONS

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### Google UX Design Professional Certificate (7 Courses)

Google | July 2024 – September 2024

### HTML, CSS, and JavaScript for Web Developers

Johns Hopkins University | September 2024 – October 2024

### Introduction to Google SEO

University of California, Davis | October 2024

## SKILLS

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- **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

## REFERENCES

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### Jamal Abdourahman

+1 (778) 996-2200

Founder of Vancouver Fashion Week

### Gabriella Rodriguez

+1 (778) 680-5914

General Manager of Vancouver Fashion Week