

Islam Erkale
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Vancouver, BC, Canada
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PERSONAL SUMMARY

UX/UI Designer with 2+ 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

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

UX/UI Design Certification

Udemy | 2023

Business Communication

Greystone College | 2022

Textile Engineering

University of Suleyman Demirel | 2012–2017

CERTIFICATIONS

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

- **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

Jamal Abdourahman

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Founder of Vancouver Fashion Week

Gabriella Rodriguez

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General Manager of Vancouver Fashion Week