

**Kaya Durmus**

[kayaopwerk@gmail.com](mailto:kayalinkedin@gmail.com)

**Professional Summary**

Enthusiastic and motivated 20-year-old aspiring entrepreneur with a keen interest in UI/UX design. Adept at blending a passion for creating engaging and intuitive interfaces with a strong entrepreneurial spirit. Eager to contribute innovative design solutions while pursuing opportunities to build and lead successful ventures. Committed to continuous learning and growth in the dynamic fields of UI/UX design and entrepreneurship.

**Education**

**(2015-2021) HAVO (Hoger Algemeen Voortgezet Onderwijs)**

The HAVO, or Hoger Algemeen Voortgezet Onderwijs, is a prestigious level of secondary education in the Netherlands. Recognized for its academic rigor, the HAVO curriculum spans five years and provides students with a well-rounded education, encompassing a range of subjects. Graduates of HAVO typically possess a solid foundation in languages, sciences, and humanities, positioning them well for higher education or professional pursuits. Attaining a HAVO diploma is indicative of a high level of academic achievement, reflective of a candidate's dedication, analytical skills, and intellectual capabilities.

**Experience**

**(2021) Freelance Designer**

Upwork, remote

* Worked remote on several UI/UX design projects, logo creation and social media posts (Instagram and Facebook).
* Close contact with clients and improving communication skills.

**(2022) Freelance UI/UX Designer**

Monox Solutions, remote

* Worked remote on creating stunning and user-friendly interfaces with a small team of enthusiastic developers.
* Created designs according to the clients' needs and improved points they asked for.
* Learning other skills from developers like Javascript and Tailwind CSS to improve the efficiency of designing and delivering a successful product to the client.

**(2022 - 2023) Student**

Frontend Simplified Apprenticeship Program, remote

* Improving and learning more skills around front-end development and web design. Here I really got to know how to work with HTML5, CSS and a bit of Javascript on my own. Thanks to this professional course i’ve managed to get familiar with frameworks like ReactJS too.

**(2023) Owner and lead designer at Slaaplekkerland**

Slaaplekkerland, remote

* Working remotely on all designs around Slaaplekkerland. This includes web design, social media design, blog posts and logo design.
* Making sure all orders are being processed and successfully delivered to customers from Slaaplekkerland
* Updating the inventory and taking care of other logistics operations.
* Being closely in contact with suppliers and closing great business deals in benefit of the company.
* Setting up successful marketing campaigns on platforms such as Google Ads and Facebook. This includes keeping good track of the campaigns and optimizing where needed.

**(2023-2024) Co-owner and Designer at Molecule Perfumes**

Molecule Perfumes, remote

* Worked on creating the whole website in Wordpress with setting up Woocommerce, Cloudflare and Elementor.
* Social Media Marketing through UGC content on Tiktok.
* Maintaining great communication with external partners such as the supplier, the fullfillment center and customers.
* Working on small SEO projects such as creating blogs, landing pages and backlinks.
* Working on Creative content such as social media posts.
* Setting up automations in order to deliver the customer the best possible customer experience.

**(2024) Freelance Digital Marketing Designer**

De Tandenbleker Nederland, hybrid

* Worked on several projects around design, such as creating appealing social media advertisement creatives, e-mail design and social media posts.
* Worked on setting up Meta & Tiktok campaigns with image and video creatives.
* Worked on improving user experience and setting up e-mail campaigns.
* Managing Social Media accounts and answering questions from users on the platforms.

**(2024) Freelance SEO Specialist**

Huidtherapie van den Berg, remote

* Worked on creating landing pages, blog posts and backlinks in order to improve SEO.
* Making sure SEO was optimized in the operating region.
* Improving a bit on the website design that was already done by a different external partner.

**(2024) Owner of Kreativo Agency**

Kreativo Agency, hybrid

* Delivering stunning websites for businesses and also providing other services such as branding, advertisement and basically everything around design. I do this by offering design based on subscriptions, but also selling website package deals on it’s own.

**Technical Skills**

**Proficient:** HTML5, CSS, Shopify, Photoshop, Figma, Adobe Illustrator, Canva, Webflow, Wordpress, Elementor, Cloudflare, On-Page SEO

**Familiar:** JavaScript, Firebase, TailwindCSS, ReactJS