

Kemal Akbay

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Summary

- Familiarity with wireframing tools and sketching.
- Skills in paper and digital prototyping.
- Experience in persona creation, storyboards, scenario mapping, screen mockups and flow diagrams.
- A solid understanding of universal design principles with a heavy focus on user interfaces.
- Profound knowledge of information architecture principles and iterative design processes.
- Ability to address usability issues and conduct heuristic evaluations, plan and administer usability tests.
- Experience in designing, planning and delivering field studies.
- Knowledge in research methods including contextual inquiry, card sorting, and cognitive task analysis.

Education

Bentley University Graduate School of Business - Waltham, Massachusetts
M.S. in Human Factors in Information Design GPA: **3.5** (2016)

Bilgi University Graduate School of Social Sciences - Istanbul, TR
M.A. in Advertising Design GPA: **3.9** (2012)
Thesis: In Search of Insights: A Broad Analysis of Emotional Triggers in Award-Winning TV Advertisements

Istanbul University Engineering Faculty - Istanbul, TR
B.S. in Industrial Engineering

Professional Experience

RDB Group - Istanbul, Turkey / **Creative Group Lead** (2013-2014)

- Planned advertising campaigns and assisted in overhauling advertising strategies for a variety of clients including Apple/Bilkom, Colgate/Palmolive and Turkish Airlines

Vagabond Marketing Solutions - Istanbul, Turkey / **Creative Lead** (2010-2013)

- Managed several advertising campaigns in print and social media within the scope of Mercedes-Benz Türk A.Ş including Financial Services, After-Sales Services and El2/Used1/Truckstore/Busstore for all four segments.

Gerekli Şeyler / Odagraf Branding Agency - Istanbul, Turkey / **Creative Lead** (2005-2008)

- Conducted brand positioning and brand application projects in multiple platforms and channels for clients including Cadbury/Schweppes, Garanti Bank, and İş Bank.

Intro Production - Istanbul, Turkey / **Copywriter** (2003-2004)

- Supervised medical advertising campaigns for pharmaceutical clients including Abbott, Astra Zeneca, Aventis, Bayer, Bilim, Boehringer Ingelheim, Lilly, MSD, Novartis, Pfizer, and Roche.

Link/McCann-Erickson - Istanbul, Turkey / **Junior Copywriter** (2002-2003)

- Worked as copywriter and redactor, created content for clients such as Lassa, Saab and Siemens.