Tunç Alıcıoğlu

UI & UX Designer

Portfolio: https://tuncalicioglu.com/

SUMMARY

Product-focused UI/UX Designer with 10+ years of experience translating user research insights into data-driven design solutions. Proven expertise in design systems migration, user testing, and cross-functional collaboration within agile environments. Successfully contributed to significant user base growth and improved user satisfaction through intuitive, accessible interface design across mobile and web platforms in high-traffic industries including sports betting, e-commerce, and fintech.

EXPERIENCE

Senior UI/UX Designer

nesine.com / atyarisi.com (D Elektronik Şans Oyunları)

Sep 2017 - Sep 2024 - 7 year, Istanbul

- Led design system migration from Photoshop to Sketch, then Figma, establishing scalable design libraries that improved design consistency and team efficiency across 8+ designers
- Conducted user research and usability testing with traditional lottery users, successfully transitioning newspaper-based betting experience to digital platform, contributing to substantial user base growth through 2024
- Designed real-time betting interface ("Dakika Bahis") enabling users to view live bet placements - first of its kind in the industry, becoming sector standard for interactive sports betting experiences
- Collaborated with product managers and engineers in agile sprints to create engaging, focus-retaining interfaces that balanced match excitement with clear interaction patterns using number-driven text buttons
- Measured and analyzed user feedback, achieving significant reduction in negative interface-related reviews while maintaining user engagement and platform excitement
- Translated complex real-time data into intuitive wireframes and prototypes, ensuring accessibility and usability for diverse user demographics
- Worked cross-functionally with development teams to implement pixel-perfect designs, maintaining brand consistency while innovating industry-leading features

Art Director

i.e.d.a. Advertising Agency (Yasemin Yenisey)

Jul 2016 - Aug 2017 - 1 year, İstanbul

Designed social media content and microsites for major brands including Bayer, Volkswagen, and Tadelle. Created promotional graphics for multi-channel marketing campaigns. Developed websites and event materials for third-party corporate interactions.

Content Designer

Gelecekhane (Digitoia Danışmanlık Hizmetleri A.Ş)

Dec 2014 - Mar 2016 - 2 year, İstanbul

Managed and organized company video content. Created various designs for social media platforms.

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EDUCATION

Associate Degree
Web Design and Coding
Anadolu University
2016 - 2019

Bachelor's Degree
Urdu Language and Literature
Ankara University
2008 - 2012

CERTIFICATIONS

Web Development with HTML5, CSS3 and JavaScript / IBM
iOS Programming / Wissen Akademie
Graphic Design / CalArts Coursera

TOOLS & TECHNOLOGIES

Design & Prototyping: Figma, Sketch, Adobe XD, Photoshop, Illustrator, After Effects (UI Motion & Lottie animations)

Research & Process: User Interviews, Usability Testing, User Flow Mapping, Wireframing, User Behavior Analysis

Collaboration & Workflow: Agile/Scrum, Cross-functional Teams, Stakeholder Communication, Design Documentation

Technical: Design Systems, Responsive Design, HTML/CSS, Animation Optimization, Version Control

LANGUAGES

Turkish (native)
English (professional C1)
German (B1)

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