Sercan Kum

Portfolio: sercankum.com
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PROFILE:

Creative, passionate and results-oriented User Experience Designer with a professional background in usability and user-centered design. Excellent communicator who prides himself on the quality and clarity of product-customer interactions with additional background in cognitive psychology. Self-starter with valuable experience as a part of a multi-disciplinary team implementing concept development, prototyping and testing to create high fidelity mock ups. Enthusiastic about joining a company committed to customer experiences that operate profitability, adapt continuously and grow sustainability.

SUMMARY OF QUALIFICATIONS:

- Successful completion of a Bachelor's Degree (Hons.) in Psychology focusing on human computer interaction and human factors
- Strong understanding of the process of defining, sketching, and designing consumer applications through comprehensive academic products
- Professional experience as a user researcher conducting usability and information architecture testing.
- Excellent research methodology and statistical skills in user experience and user centered design
- Extensive experience liaising between technical and non-technical teams using clear and effective communication techniques
- Focused on providing high quality end-user support demonstrating empathy throughout the entire design process, from concept to user testing
- Clear and effective communicator with the ability to deliver ideas through engaging presentations
- Collaborates as a part of comprehensive team to provide feedback and ensure designs are implemented and problems are solved for effective solutions
- Ability to create technical documentation on various computer and server systems
- Outside of the box thinking when designing a user experience and user interface

TOOLS

- Familiar with Adobe Creative Cloud including Illustrator, Photoshop
- Hands-on experience designing storyboards with in-depth descriptions focused on usability and navigation models
- Strong knowledge of prototyping tools such as InVision, Axure RP and Sketch
- Excellent knowledge of Balsamiq for concept sketching and interface wireframing
- Highly proficient in HTML 5, CSS3, and JavaScript along with frameworks (Angular JS, React)
- Skilled in Mobile Development such as Android and iOS
- Knowledge of languages such as Java, Swift and JavaScript
- Experienced in designing and developing captivating user experiences through wireframing and prototyping
- Collaborated on team project with JIRA

EDUCATION:

Mobile Application Design and Development Diploma   Sep 2015-May 2017
Algonquin College, Ottawa, Ontario (2 years)
- Achieved A average User Interface Design Course, Cross-Platform Application Development (Cordova iOS, Cordova Android) and User Experience Design

Bachelor of Science Degree, Honours Psychology   Sept 2009-Apr 2016
Carleton University, Ottawa, Ontario
- Achieved A+ average on Aspect Design Methodology (Usability and User Centered Design), and Human Factors Methodology

RELATED EXPERIENCE:

User Experience Specialist   2016-Present
Government of Canada (Service Canada) Promenade du Portage, Gatineau, Quebec
- Assisting clients with ad hoc prototyping and translation.
- Applying User Experience Design principles with the client
- Creating Personas, Scenarios, User journey mapping
- Conducting research to analyze usability issues
- Conducting Heuristics analysis and creating information arch
- Designing and Conducting Usability testing on internal Service Canada Websites

Information Technology Services   2015-Present
Algonquin College, Ottawa, Ontario
- Assisting clients with general IT questions and adding printers to client computer
- Managing and troubleshooting printers and printer driver installation
- Deploying printers and being a liaison between client and the deployment team

User Experience Lead   Jan-Apr 2017
Algonquin College, Ottawa, Ontario
- Responsible for the overall strategy and user experience
- Lead a group of two designers and supervised their work
- Conducted Contextual Interviews with the users
- Created the user flows for the mobile and the website
- Sketched out interactions specs, and user flows specifically for the website portion
- Created wireframes, high-fi mockups, low-fi to high-fi prototypes for the Website
- Designed the interface for the Website portion of the solution

User Experience Design Consultant   2014-2015
Carleton University, Ottawa, Ontario
- Worked with Ventures in the Carleton Lead Accelerator to create a User Experience Roadmaps
- Assisted Ventures with Web Design and User Experience
- Redesigned a new AMX panel user interface with the use of user profiles and prototyping
- Designed and implemented a Drupal site from beginning to end working with developers
- Created production and test web servers and documentation relating to the server(s)
- Created low and high fidelity prototypes of web designs and testing in order to create a iterative process