Seren Nisgavlioglu

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Languages

Turkish: Native   **English:** Advanced   **German:** A2 (able to do small talks)

Education

- **Draper University San Francisco** (June-August 2018)

  Innovation Design and Entrepreneurial Studies in Residency
- **Berkeley University Certification 2018** (April-June)

  Executive Education
- **Berliner Technische Kunsthochschule** 2014-2017 **gradutated degree 1.5**

  Communication and Interaction Design
- **Mimar Sinan Fine Arts University** 2011-2014 **First-place entered**

  Graphic Design
- **Marmara University** *2009-2011* **First-place finished**

  Print and Publishing Technologies
- **Aydin Dogan Gymnasium Communication High School** *2005-2009* **Third-place finished**

  Journalism

Employment

- **Mähren Digital -November 2019 -UX Designer and Quality Assurance of the Product Development Process**

Mähren Digital is a digital innovation agency and incubator in the field of Real Estate as subsdiary firm of Germany's biggest real estate investment company Mähren AG

-Currently working on a real estate investment software called Bond Invest as designing solutions for business and user problems through applying Agile methodology in daily workflow

-Interacting with the business stakeholders, users and subject matter experts in order to explicitly understand their obstacles and needs

-Discussing with the business stakeholders and product team in order to create innovative and usefull features

-Doing user research, researching and analyzing competitor's products

-Making design decision through sketching creative solutions, designing wireframes and presenting it to developers and business stakeholders

-Prototyping possible user experience solutions and doing user tests and gathering user feedbacks

-According to user feedbacks sketching the ultimate version of the product and validating it with the product and business team

-Creating the the ultimate user interfaces, icons, animations, buttons and all UI and UX elements through using Sketchapp, Adobe Programmes, Principle and using some bootstrap elements

-Delivering the design files to Head of Product through Zeplin.io or Avocode

-Keep tracking quality process after launching the product/feature by doing user satisfaction surveys and testing bugs, errors which detected from users and assuring the quality by applyinng Kanban methodology

-Analyzing the survey outcomes and interpreting the datas in order to iterate designs and improve the developmennt process

- **Arya Finance AI - Chief Marketing Officer February- August 2018**

Arya Finance is an Ai based personal finance assistant app supports you to increase your profit on forex trading

-Successfully managed accelerating process with University of California Berkeley Innovation and Acceleration Group, Growth Circuit and Draper University

-Properly managed customer interviews through Telegram, Twitter and Facebook Groups

-Managed all aspects of business and project development from initial scoping through strategic and fiscal planning
 to final testing and branding

-Researched and analyzed market, the users, and built the roadmap for the product

-Calculated customer acquisition fee and created and managed cohort analyses for marketing

-Prepared cash flow and financial projection

-Prepared investor pitchdeck and delivered it to potential investors and VCs and managed communication between investors and founders

-Pitched the product infront of investors in Silicon Valley

- **Digitastic.de UI/UX Designer Berlin   2016 December- July 2018**

Digitastic is a digital accountant management tool for smal business owners in order to digitilize tax management process

-Created 6 different projects from mobile Android, Ios Apps and Web platforms, to touchable scanner screen design by using Sketchapp, Zeplin.io and Principle and worked all the projects from scratch which includes wireframing, prototyping and user experience researches

-Organized customer testing days on team viewer and recorded customer tractions in order to analyze the customer moves/behavior on the products

-Researched and analyzed market, the users, and the roadmap for the product

-Worked closely with the product teams to analyze product requirements and coordinated with the management team to align the strategic direction of the project

-Designed the proper user experience and interfaces through customer interviews and tractions

-Recruited new employees in the fields of development, software internship, server administration by interviewing candidates in an elaborate manner

- **Motor Ai,Freelance Head of Design, Berlin   Berlin- July- November 2017**
Designed Application. Led the design team including industrial designer.

Take part in the front end development process while codinng Javascript, Html, Css in order to execute my design works

- **Start Berlin, Co-Head of Entrepreneurship Conference Start Call 2017   Berlin   2017**
-Managed Design, Sales, Operations, Marketing Teams and built partnerships.

-Organized startup conferences for more than 500 attendees, 25 startups, consisting of the workshops, panel discussions, startup office tours, keynote speeches with venue, catering and travel arrangements

-Aided in the planning and distribution of press releases, case studies and print advertisements

-Accumulated and evaluated all the data related to marketing initiatives and developed reports that disseminated the data to all inquiring parties

- **Deutsch Lern Institut Brand Marketing Designer Berlin   2015-16**
 -Designed of social media materials and managed marketing campaigns to support the sales department

- **Wag the Dogg   Art Director   Istanbul 2013-14**
-Determined how best to represent a concept visually, and which photographs, art, or other design elements to use.

Developed the overall look or style of a publication, an advertising campaign, or a theater, television. Supervised design staff, review and approve designs, photography, and graphics developed by other staffs.

- **Hurriyet Newspaper, Newspaper Designer, Istanbul 2008-2012**
-Designed distinctive newspaper pages and covers in various styles, used graphic design skills to create informative economy graphics and charts and edited Photos and texts on page properly.

For my other experiences, please visit my LinkedIn: www.linkedin.com/in/seren-n-900bab39/

For my design portfolio please visit my behance: www.behance.net/snisgavlioa8c9å

Programmes, Code Languages

Sketchapp: Expert	**Principle:** Expert	**Zeplin.io:** Expert	**Photoshop:** Expert
Illustrator: Expert	**Indesign:** Expert	**Github:** Intermediate	**Avocode:** Expert
Microsoft Office: Expert	**HTML:** Intermediate	**CSS:** Intermediate	**Javascript:** Intermediate

Awards and Grants

Rotary Club Istanbul, Elemantary and High School Education Grant 2002-2009
Aydin Dogan Foundation Global Warming Poster Design Competition, First Prize 2008
Basev- Print and Publish Educational Foundation Scholarship,201 1 -2014
Anadolu Group Scholarship, 201 1 -2014
15. International 1001 Documentary Film Festival Poster Design Competition, Second Prize 2012

Volunteer Works

Start Call, Co-Leader of Annual Entrepreneurship Conference
The Family- Start Crew Coaching startups in the field of branding and UI/UX
Start Berlin Organizing, Regular Startup Campus and Founders Table Events

Certificates

The Ultimate Guide to Usability and USer Experience, Dr Travis Meyer-Udemy
Design Thinking Workshops, by Estefanie Fernandez
Startup Incubator Berlin HWR, Startup Bootcamp-How to Build Your Startup?
Factory Berlin Google for Entrpreneurs Seminars (App Development, Google Play Seo, App Content Building**)**
Google, Google Adwords and Analytics Programme
Growth Circuit: Executive Studies

Core Competencies

UX Reseaerch	User Testing	Project Management
UI Design	Strong communnincation skills	Research & Analysis
Data collection, management and analysis	Success Oriented	Decision-making skills
Planning and organizing	Graphic Design and Branding	Customer service orientation
Prototyping	Problem analysis and problem solving	Effective interaction with stakeholders
User persona creating	Presenting/Pitching Skills	Innovation Design

Meetups

IxDA Berlin, Regular Events	**Factory Berlin,** Google for Entrepreneurs Seminars
Start Berlin, Monthly Startup Events	**Berlin UI/UX Designers Meetups**
Open Techschool, Meetups	**Women in Design and Tech Leadership,** Edenspiekermann
Women Techmakers Google supported coding courses	