

## Contact Information



## Tonguç Karaçay

UI / UX Lead

E-Mail Address  
tkaracay@gmail.comBirthdate  
09/06/1975Phone  
90 (532) 382 48 38Address  
Türkiye - İstanbul(Avr.) - BüyükçekmeceWebsite  
https://www.behance.net/tonguc

## Private Info

Gender  
MaleNationality  
Republic of TurkeyDriving Licence  
BMilitary Services  
Completed

## Summary

**Skills:** Adobe Family, Sketch, Invision, Marvel, Ahrefs, Semrush, Google Analytics-Search Console-Tag Manager, Yandex Metrica, Online Advertising (advanced level)

**HTML, CSS, Swfit (medium-level)**

## Experience



1 years

9 months

Title  
User Experience ManagerCompany Name  
Asis Elektronik Ve Bilişim Sistemleri A.Ş.Company Sector  
InformaticsStarting Date  
10.2019Ending Date  
Still WorkingJob Type  
Permanent / Full-time

Job Definition

- Managing the UI/UX process of the mobile transportation application for municipalities. (Total 77 municipalities. First pilot project Bursa mobile application)
- Managing the UI design process based on the user experience of the multi-functional moovit-style mobile transportation application such as Where Is My Bus, How Do I Go, Smart Stops, and Balance Loading.
- Designing and managing the website and in-house mobile application interface of the Central Bank of the Republic of Turkey



**1 years**  
—  
10 months

Title  
**User Experience Manager**

Company Name  
**Borusan Otomotiv**

Company Sector  
**Service**

Starting Date  
**01.2018**

Ending Date  
**10.2019**

Job Type  
**Permanent / Full-time**

Job Definition

- Evaluation and design of online reservation processes (BMW, LANDROVER, MINI COOPER, JAGUAR, PREMIUM RENTAL) developed in digital channels in UX perspective.
- Managing A / B test processes according to the data obtained by Google Analytics, Google Tag manager, Google Optimized tools and making appropriate suggestions for UX.
- Reporting the work done to the CDO Manager as a result of the examinations with Google Analytics and making suggestions for new developments.
- Improving traffic using SEO tools. (Google Search Console, Ahrefs,, SEMRush)
- Specifying what needs to be done to the relevant software team to solve technical SEO problems of sites with different infrastructure.

Presenting suggestions of other digital marketing channels to increase the SEO performance of the projects.



**3 years**

Title  
**User Experience Manager**

Company Name  
**Türkmedya Grubu**

Company Sector  
**Informatics**

Starting Date  
**02.2015**

Ending Date  
**01.2018**

Job Type  
**Permanent / Full-time**

Job Definition

- Designing the institution's websites, portals, mobile applications (Star, Akşam, Güneş, 24 TV, 360 TV, Alem FM, Lig Radyo, Alem Magazine) based on the corporate identity in line with UI / UX criteria and implement these processes effectively and efficiently. Managing.
- Evaluation and design of new products and applications developed in digital channels with UX perspective
- Managing Usability and A / B test processes with Google Analytics, Google Tag manager, Google Optimized tools. Following global and local UX trends and making appropriate adaptation suggestions.
- Evaluation and design of new products and applications developed in digital channels with UX perspective
- Creating interface drafts as wireframes, managing user experience designs in projects at the same time
- Improving traffic using SEO tools. (Google Search Console, Ahrefs,, SEMRush)
- Specifying what needs to be done to the relevant software team to solve technical SEO problems of sites with different infrastructure.
- Presenting suggestions of other digital marketing channels to increase the SEO performance of the projects.



**8 years**  
—  
10 months

Title  
**User Experience / UX Designer**

Company Name  
**Atv Sabah-Turkuvaz Medya**

Company Sector  
**Automotive**

Starting Date  
**04.2006**

Ending Date  
**01.2015**

Job Type  
**Permanent / Full-time**

Job Definition

- Using up-to-date web design and application tools of the websites, portals, mobile and smart TV applications (Sabah, Fotomaç, Calendar, Yeni Asır, Atv, ahaber, aspor, Turkuvaz Radyo, Minikago, Minikacocuk) of Turkey's largest media organization, UI / Making and renewing designs based on corporate identity in accordance with UX criteria.
- Carrying out optimization studies to increase the traffic and quality from the search engine to the sites,
- Examining the technical aspects of the sites for SEO and determining their shortcomings.
- Designing mobile projects in terms of layout according to resolutions based on operating system and devices.

- Designing and renewing of Smart TV applications.
- Analyzing the navigation and content structure of the site and portals in the design process in order to make it logical and easily accessible, and conveying it to design friends.
- Preparation of flash banners required for the internet environment of the publications and products belonging to the institution



1 years

1 months

Title  
**UI Designer**

Company Name  
**Mng Holding**

City  
**İstanbul(Avr.)**

Company Sector  
**Media**

Starting Date  
**03.2005**

Ending Date  
**03.2006**

Job Type  
**Permanent / Full-time**

Job Definition

- I worked on the design and html coding projects of MNG Cargo's web site in-house automation projects.
- Flash banners, advertisement designs are my other works.



1 years

6 months

Title  
**User Interface / UI Designer**

Company Name  
**Filli Boya - Betek Boya Ve Kimya San. A.Ş.**

City  
**İstanbul(Avr.)**

Company Sector  
**Media**

Starting Date  
**10.2003**

Ending Date  
**03.2005**

Job Type  
**Permanent / Full-time**

Job Definition

- Responsible for the design and html processes of the operation of Filli Boya's domestic and international websites.
- I was involved in the creation of interface sketches of the software required for POST machines...



4 years

10 months

Title  
**User Experience / UX Designer**

Company Name  
**Sabancı Holding /Turk.Net**

Company Sector  
**Informatics**

Starting Date  
**01.1999**

Ending Date  
**10.2003**

Job Type  
**Permanent / Full-time**

Job Definition

- I worked in the interface design and html coding of the turk.net portal, the first news site in Turkey.
- I have been involved in the interface design processes of other companies within Sabancı Holding.

## Education



University  
**Kocaeli University**

Faculty  
**Engineering Faculty**

Department  
**Electronics and Communication Eng.**

Starting Date

Ending Date

**Bachelor**  
Graduation Degree  
70 / 100

**09.1995**  
Education Type  
**Formal Education**

**08.1999**  
Education Language  
**Turkish**



**High School**  
Graduation Degree  
80 / 100

High School Name  
**Denizli Anadolu Lisesi**  
Ending Date  
**01.1993**  
Education Type  
**Anatolian High School**

Department  
**Physical Sciences**

## Languages

Language  
**English**  
Medium

Level  
★★★★☆

## Competencies

### Skills

Social Media Marketing, Google Adwords Campaign Management, User Interface Design, User Experience - UX, Search Engine Optimization (SEO), Project Management, Mac OS, HTML, Digital Marketing, CSS, Adobe Photoshop, Adobe Dreamweaver, Sketch, Google Analytics, Google Tag Manager, Google Optimise, Ahrefs, semrush, Social Media Management, Mobile Applications, Photoshop, Web Design

## Scholarships

Turk Nokta Net was selected as the best in Turkey in the "Best Website" and "Best Portal" categories / Golden Spider Competition - 2002

Sabah.com.tr was selected as the best in Turkey in the best news portal design competition / Golden Spider Competition - 2011

## References

Name of Reference	Company	Position in the Company	Phone	E-Mail
<b>Barış Barış</b>	<b>Power grup</b>	<b>Software Development Manager / Director</b>	<b>532 223 52 03</b>	-
<b>Onur Onur</b>	<b>Turkmedya</b>	<b>Software Team Leader</b>	<b>531 305 71 04</b>	-

