ELİF BÖLÜKBAŞI

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EDUCATION

TECHNISCHE HOCHSCHULE INGOLSTADT

2023 - Present

Master's of UX Design

IZMIR INSTITUTE OF TECHNOLOGY

2016 - 2021

Design Society, Gastronomy Society, Folk Dance Society, Erasmus Student Club

Bachelor of Architecture

COURSES

Automotive User Interface Design

Agile Project Management

AI-powered User Experience

Research Methods in HCI

Programming Fundamentals for Computational Design

CERTIFICATES

Google UX Design Certification

Google

TOOLS

Figma

Adobe Creative Suite

Miro

Fullstory

Google Analytics

Condens.io

EXPERIENCE

AIRBUS DEFENCE & SPACE | UX DESIGNER

Oct 2023 - present | Hybrid

AIRBUS Defence and Space is a global leader in aerospace, offering advanced defence and space solutions to meet complex challenges.

- Lead the establishment of a UX framework, adapting methodologies to enhance project outcomes within Technical Information Data (TID).
- Demonstrate UX strategy effectiveness through a targeted use case, improving user satisfaction.
- Help to boost team efficiency by integrating UX processes into project workflows to enhance productivity.
- Develop a UX methodology guide and templates, standardizing design excellence across projects.

Skills: Design Strategy · ResearchOps · UX Research · Design Systems · Agile · UX Metrics

TRIVE | UX DESIGNER

Jun 2022 - Mar 2023 | Hybrid

A leading global investment firm, I worked on a wide range of B2B and B2C products available in 12 countries.

- Led the redesign of the Trive UK onboarding flow, increasing user engagement by 20% and reducing drop-off rates by 10%.
- Implemented Full Story and Google Analytics for A/B testing, enhancing user conversion rates by 20%.
- Adapted designs to meet cultural nuances in the UK and South Africa, improving global user experience.

Skills: B2B/B2C design · Fullstory · A/B Testing · Google Analytics · Heuristic Evaluation · Competitive Analysis

-ING CREATIVES | UX DESIGNER

Jan 2022- Jun 2022 | Hybrid

Dynamic startup with its agile and fast-paced development environment.

• Conducted UX research and user testing for a new real estate platform, driving rapid prototype iterations based on user feedback, reaching 50k users within 6 months of launch.

Skills: Business-to-Client (B2C) · User Research · Design system · Information Architecture · User Journey Map · Wireframing · Persona

BET10 | PRODUCT DESIGNER

Aug 2021 - Dec 2021 | Hybrid

Industrial product design company.

- Collaborated with leadership to redefine design direction, achieving competitive advantage through design, time to market.
- Managed model development, aligning with strategic product vision, and successfully reduced production time by 15%.

Skills: Design Thinking · Design Management · 3D · Usability Evaluation