

Melisa Tutku Özdemir

Digital Product Designer / User Interface and User Experience Designer

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PROFESSIONAL SUMMARY

4-year background in fintech and digital products, my expertise spans the last three years as a Digital Product Designer at Ziraat Teknoloji, the technology division of Turkey's national bank. Confidence in comprehending the distinctive requirements of clients, improving the clarity of interfaces, minimizing error rates, and enhancing efficiency. Committed to team development, life-long learning, contributing the team success.

AREAS OF EXPERTISE

- User Interface Design
- User Experience Design (UED)
- User Research
- Wireframing
- Web Design
- Application Design
- Interaction Design
- Prototyping
- Intercultural Communication Skills
- Agile Development
- Information Architecture
- Design Standards
- HTML5
- CSS
- React

PROFESSIONAL EXPERIENCES

Digital Product Designer at Technology Department of Ziraat Bank

December 2021 - Present

Contributing to an institution with a legacy dating back to 1863, it stands as the pioneering bank established in Turkey. I play a key role in the development of various projects for both Ziraat Bank employees and customers of Ziraat Bank, which has a total of 1,764 branches, including 1,739 domestic branches and 25 international branches, serving over 50 million customers.

- I developed a user-centric mobile application called Geomarketing for Ziraat Bank, optimizing sales operations and enhancing customer interactions. By implementing intuitive design and real-time data updates, I contributed to a 12.4% increase in net profit, boosted field efficiency, and strengthened customer relationships.
- I led the re-launch of Ziraat Bankası's 10-year-old Geographic Information Systems (CBS) application using React, ensuring seamless user adaptation to the new workflows. By maintaining internal screen standards, I improved usability for both existing and new users. My design enhancements contributed to a 65% cost reduction while increasing operational speed and sustainability, receiving highly positive user feedback.
- I designed and implemented interfaces for both internal user screens and external supplier screens for Ziraat Bank's Digital Tender Platform.
- The results for the internal screens showed an 85% increase in tender process speed and a 40% reduction in documentation errors. Due to the speed and processing efficiency, the Ziraat Finance Group plans to move all of its tenders to digital platforms.
- The external interfaces I designed for Ziraat Bank's Digital Tender Platform resulted in a 42% increase in transaction speed and a 73% decrease in erroneous operations. User testing showed that the clear workflow and real-time tracking minimized potential oversights, reducing questions directed to tender authorities and streamlining the process. These enhancements improved user satisfaction and ensured a more efficient and seamless tender process.

Digital Product Designer / Industrial Product Designer at CURA Creative Design Solutions

December 2020 - October 2021

- I gained extensive experience working on digital and physical products tailored to meet the design and business requirements of companies in China, Europe, America, and Asia. My focus was on tasks such as customer profiling, industry research, benchmarking, user needs analysis, and design development. I actively contributed to end-to-end project development, collaborating with various domestic and international companies to deliver customized solutions.

EDUCATION

Industrial Design, Bachelor of Science, Middle East Technical University (METU)

Ankara Atatürk Anatolian High School

CERTIFICATIONS

- JavaScript Programming, Academy of Arts and Design London, September 2023 - October 2023
- Front-End Development, Project Included, Kadir Has University, March 2023 - June 2023

Work and Travel, Crested Butte CO USA, Jun 2018 - Sep 2018 | Work and Travel, Aspen CO USA, Jun 2019 - Sep 2019