



TOP SKILLS

Visual Design
Illustration
Concept Development
User Centric Design
UI Design
UX Design
Prototyping
Sketching
HTML/CSS

WORK TOOLS

Photoshop
Illustrator
InDesign
Sketch
Marvel App
Jira
Confluence

CONTACT

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604.562.2372

Portfolio

www.secil.ca

LinkedIn

/secildemir

Instagram

/artbysecil

Summary



Digital experience designer and Illustrator with years of experience helping users and businesses. My goal as a designer is to help your product and brand make a strong connection to your audience through user experience best practices, and purposeful and empathic design.

Experience



Best Buy Canada

Digital Designer
2012 - Present

In my role as Digital Designer at Best Buy Canada, I have worked on many projects that aimed to enhance user experience, and improve KPIs. I am keen on making design decisions based on user research and measuring the success of design initiatives with analytics.

I enjoy being part of an agile team, where as a team we can make decisions quickly, and iterate on everything we do, improving our process and results continuously. I had the opportunity to work closely with different roles such as merchants, developers, UI and UX designers, copywriters, data analysts, allowing me to learn from others and about the business.

HIGHLIGHTS

- Waterfall to agile transition experience in the eCommerce world in a large scale company.
- Collaborated with UX teams to user test design hypothesis and prototypes.
- Increasingly used Adobe Analytics and NPS data to measure project outcomes and iterate.
- Understand the challenges that result from the need to balance user and business needs.
- Designed the appliances help centre, which guided customers through the appliance purchase experience, that resulted in a significant drop in major appliance returns.
- Designed various product category page iterations, with improved navigation and visual elements, that resulted in increased engagement, increased click through rates, and decreased bounce rates.
- Helped increase revenue for Baby products category by designing promotional components, social ads and event creative for online sales.
- Mentored and trained newly hired designers in their transition to the digital experience design team processes.



Experience



Secil.ca

UI / UX Designer, Illustrator

2000 - 2018 (18 years)

Helped professionals and companies with design concept development, user experience, visual design and branding.

Designed graphics and layouts for print communications as well as created experiences for digital platforms. Created illustrations for print and online use for clients, as well as royalty-free illustrations for the iStock (Getty Images) Illustration Collection.

Freshmark Design & Branding Inc.

UI / UX Designer, Illustrator

2008 - 2012 (5 years)

Designed engaging digital experiences with an understanding of user behavior, content and visual hierarchy, and consistent layout and typography.

Created prototypes, wire frames and sketches for communicating ideas and solutions to project teams and clients.

Created responsive designs to allow multi device, cross platform compatibility of websites. Successfully provided HTML and CSS development for web projects, in compliance with current web standards and industry best practices.

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Iris Interactive

Interactive Designer / Illustrator

2001 - 2006 (6 years)

Designed and developed interactive websites and flash games, mastering both digital illustration and Actionscript2.0 animation. Worked as part of a core team, creating highly interactive user experiences for global brands such as USA national gymnastics coach Bela Karolyi, popular 4Kids Entertainment franchises: The Dog Club, Shaman King, Yu-Gi-Oh, Cubix, Winx, Tama and Friends.



Experience



Fictional Media

Graphic Designer

1999 - 2000 (2 years)

Responsible for the design of Fictional Media's website and print materials as well as all client projects. Designed the UI and visual components and marketing assets of Coolent.com e-commerce website, a sister company of Fictional Media.

Education



BrainStation

User Experience Design

(2017 - 2017)

Emily Carr University of Art & Design

Advanced Study Certification, Illustration

(2011 - 2015)

Independent Training

Web/Graphic Design Studies

(1999 - 2000)

METU Technical University

Bachelor of Science (B.Sc.), Chemical Engineering

(1990 - 1995)

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