



# BASAK LACIN

UX/UI Designer

## E-MAIL

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## WEBSITE

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## WORK EXPERIENCE

### Accenture The Dock Interaction Senior Analyst - Dublin (2022 - Current)

The innovation hub of Accenture works on big variety of topics and develops user-centric products. Working in the design team (ex-Fjord) within new products and services function in Accenture's flagship.

- Working on a pharma-related project - digitalization of lab practices and the connected lab of the future.
- Conducted 2 months of on-site/off-site research and many SME interviews, to get familiar with the topic, understand the need and shape the strategy.
- Working with software engineers, data scientists, PMs and in close contact with clients.
- **Main outputs:** Information arch. diagrams, sitemaps, research analysis, wireframes, project branding documentation

### Insider UX/UI Designer - Ankara (2020 - 2022)

A product company that designs and develops marketing and customer experience tools.

- Worked in the development of multiple products like Web Push, SMS and WhatsApp API.
- Designed features, operational and analytical dashboards according to the user need while keeping all the products consistent.
- Conducted user research and testing on the e-commerce field to understand the need.
- Supporting Product Management Team and worked with PMs, Front-end Devs, QAs.

## ADDITIONAL EXPERIENCE

### GORBON TILES Ceramic tiles manufacturing

- Designer - Istanbul (2019)

### PASABAHCE Glass manufacturing

- Graduation Project - Istanbul (2018)

### PENOORA'S Handmade artisan clothing

- Design Intern - Ankara (2017)

### Sherlock srl. Anti-theft GPS product start-up

- Design Intern - Turin (2017)

### STUDIO DELTA POTTERY Ceramics studio

- Pottery Intern - Turin (2017)

### ETMK Design Week

- Volunteer - Istanbul (2016)

### NURUS Office Furniture Solutions

- Design Intern - Ankara (2016)

### Radyo ODTU Local radio

- Music Assistant - Ankara (2014-2017)

## EDUCATION

### MA in User Experience Loughborough University, Loughborough/UK

Cum. GPA: 3.80 (2019-2020)

### BSc Industrial Design Politecnico di Torino, Turin/Italy

Cum. GPA: 3.92 (2017)

Erasmus student

### BSc Industrial Design METU, Ankara/Turkey

Cum. GPA: 3.27, Honour student (2014-2018)

Graduation Ranking: 4th- among 60 people

## AWARDS & MENTORSHIPS

### Airbnb x ADOBE XD Creative Jam

Honorable mention

- Crate - Travel experience (Rank 12/500 teams)

### UXathon with Hong Kong University

Best Branding 2nd

### Appcent Designathon

Mentor

- I provided mentor support to the competitors in a 2-day designathon. I assisted in Persona development, Wireframing, and UX Research.

### IMMIB Furniture Design Competition

Honorable mention

- Bubbles - Children Washbasin Project

## WORKSHOPS

### IBM - Design Thinking Workshop

- Participated an intense problem solving session.
- Research consisted role-playing and persona creation, ideation, wireframing and even prototyping followed by.

### Adobe - XD Workshop

- Improved my skills in XD in a 5 hour lecture.
- Had the opportunity to ask my questions to a Adobe employee.

### UX Services - UX Research Workshop

- Enhanced my skills in persona creation, behavioral mapping, contextual inquiry and interviewing in detail.
- Got a job offer as a result of my presentation.

## SKILLS

### DESIGN METHODS

Wireframing  
User Research  
Prototyping  
Responsive Web Design  
Mobile App Design  
Usability Analysis

### INTERESTS

Design Systems  
Visual Design  
Branding  
Data Vis.

### TOOLS

Figma  
Sketch  
Maze  
Marvel  
Adobe XD  
Illustrator  
Photoshop

### LANGUAGE

Turkish - Native  
English - Advanced  
German - Beginner  
Japanese - Beginner

### HOBBIES

Pottery  
Ballet  
Volleyball  
Comic Books