TULAY OZKAN-SOYKAL

Senior User Experience Designer

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WORK HISTORY

STChealth, Phoenix, AZ — *UX Designer*

AUGUST 2019 - PRESENT

- Leading the design of public health enterprise web applications
- Defining and building STChealth Design System across applications
- Working tightly with product managers and engineers to deliver meaningful and intuitive user experiences for complex workflows.
- Improving user experiences by researching and adapting the best design practices for new and existing functionalities.
- Designing user flows, low and high fidelity wireframes and prototypes.
- Delegating design tasks and providing guidance for junior level designers.
- Reviewing the work of the junior designer to give feedback and advice. Ensuring the work is aligned with the company's design standards and following best practices.

KEY ACCOMPLISHMENTS

- In less than one year, multiple applications have started to use STChealth Design System components. Increased efficiency in development and consistency.
- Started Jira integration efforts for the design process.
- Designed MyIR Mobile. STChealth's consumer facing web application which allows users to see their immunization needs and access their official immunization documents.
- Designing for pandemic in a pandemic:
  Designing new functionalities for the existing apps and new integrations across systems such as COVID-19 Disease management system, COVID-19 population immunity assessment tool and other integrations and adaptations regarding COVID-19 vaccinations. Worked on Safe Return to Work project which is currently being used to test 2260 employees of 6 organizations.

Donnelley Financial Solutions · Phoenix, AZ · *Designer*

JANUARY 2017 - JUNE 2019

- User experience design of online training projects from user research to production.
- Collaborating with agile, multi-disciplinary team members to conduct design thinking workshops to define the need and ideate.
- Developing conceptual diagrams, low and high fidelity mock-ups, style tiles, user Interfaces
- Creating visual assets, interactions, motion graphics in collaboration with subject matter experts and instructional designers.

SUMMARY

Highly qualified designer with 15 years digital product design experience. Well versed in user experience and visual design.

Passion for designing powerful but intuitive experiences for complex applications.

SKILLS

User Experience · User Interface · Visual Design · Motion Graphics · Wireframing · Prototyping · Design Thinking · Design systems · Design Patterns · Information Architecture · User-Centered Design · Agile Software Development

TOOLS

Axure RP · Adobe Creative Cloud · Adobe XD · InVision · Figma · Balsamiq · After Effects · Illustrator · Photoshop

- Developing, collaborating on, and maintaining design patterns.

KEY ACCOMPLISHMENTS
- Built the onboarding experience for new hires, streamlined the process and increased new hire satisfaction.
- Took the necessary actions to launch the product on time while 6 weeks delay is expected due to lack of staff.

Ortus Learning · Chandler, AZ · *Senior Visual Designer*

JANUARY 2016 - DECEMBER 2017

- User experience design including visual design, reviews and unit tests for online educational products.
- Working with remote teams on localization of the product.
- Video production, motion graphics and animation

KEY ACCOMPLISHMENTS
Worked with an extremely tight budget and time, in two months, managed to produce teaser videos for a startup business.

Ulkem Information Tech · Ankara, TURKEY · *Business Analyst and Design Expert*

AUGUST 2012 - APRIL 2013

- Creating user flows, information architecture, conceptual diagrams and low-fidelity mock-ups
- Liaison between stakeholders and development teams,
- Take end-to-end responsibility to understand the business and analyze the requirements in collaboration with external subject matter experts and clients.

KEY ACCOMPLISHMENT
Analyzed to integrate 42 data sources to build an enterprise system which enables seamless data flow from agricultural and livestock producers through consumers and traces all the activities.

Sebit Educational Tech · Ankara, TURKEY · Senior Visual *Designer & Team Leader*

FEBRUARY 2004 - MAY 2012

- Visual design of online learning products including developing animations, interactions, simulations working with subject matter experts, content writers and software developers.
- Developing, collaborating on, and maintaining design patterns.
- Reviewing the work of junior designers to give feedback and suggestions.

KEY ACCOMPLISHMENTS
- Designed the leading online learning platform in Turkey with 1.2 million users and 167,000 paying customers.
- Designed an online learning product which was approved by the Texas Education Agency and sold over 120,000 licenses.
- Led a cross-functional team of 4 people through various projects for over 3 years.