

# Cem Selcuk CV

I'm a **Senior Product Designer with ten years of experience**. Below you can find my professional & educational background, software skills, and personal information.

## WORK EXPERIENCE

### **TripActions | Senior Product Designer | Oct. 2021 - Present**

I joined TripActions initially to design its personal travel product next to its highly successful business travel product. After launching the MVP phase, my role turned into a growth design role for personal travel. My second phase in TripActions is redefining and improving its Travel Admin and Chatbot products.

### **Salto Systems | Design Lead | Apr. 2019 - Oct. 2021**

I'm currently working as the Lead Product Designer at Salto, KS. Salto is the largest smart lock and access management company. As the design lead, I work closely with product managers, engineers, one other product designer, and a part-time UX researcher.

At Salto, I run creative workshops to focus on user problems that we define through research and involve the engineers-product managers in creating potential solutions.

I participate in the Scrum ceremonies as a product designer and work on final designs, user flows and keep improving our KS design system for our Web, iOS & Android platforms. Salto KS has 1 million monthly active users and 400k locks all around the world.

### **Veon | Senior Product Designer | Jan. 2017 - Apr. 2019**

Veon was a platform where customers can connect to their loved ones, read-watch-buy content, and products from their local SMBs. As for businesses' it was a great marketplace to connect with their audience in an out-of-the-box way.

At Veon, I was part of Core experience and Offer/Content scrum teams as a Senior Product Designer. I worked closely with the product managers and engineers to define user problems, set research goals, build concepts, and define A/B test scenarios and deliver final designs.

#### **Ebay | UX Strategist & Product Designer | Sept. 2015 - Jan. 2017**

eBay Turkey is a marketplace with 25 million monthly active users. I was a part of the UX Strategy and Design team, which defined the UX vision, creating and actively maintaining user experience strategies through proper documentation and context scenarios.

One of my most significant contributions at eBay was conducting 50+ user interviews from different segments to introduce a customer journey map to the company. With our findings from the customer journey mapping, I worked as a UX designer for eBay Turkey's Product Page, Search teams, and Mobile app teams.

I was responsible for end-to-end design, including usability tests, AB test creations, together with product managers. As an overall result, as a team, we raised the conversion rate of our mobile platforms by 50%.

#### **Turkcell | UX/UI Designer | Jun. 2014 - Sept. 2015**

Turkcell is Turkey's one of the most significant Technology and Mobile operator companies with 36 million subscribers. I was a member of the Digital Design Team and collaborated with AAA agencies and several scrums teams as UX/UI designer. I worked on projects such as Turkcell Music (Fizy), Turkcell Cloud Storage, Turkcell Self Service app, Turkcel Smart Home.

#### **9elements | Junior UX/UI Designer | Jun. 2013 - Apr. 2014**

9elements is a 50 people design and development agency. At 9elements, I worked on digital products such as Salon.io, Watchlater, Photoscape. After six months, I was involved in their projects as a freelancer.

#### **Freelance Designer | June 2011 - 2013**

At the beginning of my professional design journey, I worked with many small to medium-sized businesses to build their websites and build their branding.

## **EDUCATION**

#### **Galatasaray University | Communication Sciences | 2009 - 2014**

I got my bachelor's degree from Galatasaray University. I got interested in product design in the early years of my studies.

#### **Saint Joseph High School | 2004 - 2009**

## SOFTWARE SKILLS

I can use the following tools on an expert level; **Sketch, Figma, Principle, Invision, Adobe Creative Cloud, Webflow.**

Over the years, I worked with analytics tools such as **Hotjar, Google Analytics, Omniture, Firebase** to track the impact of the designs I worked on.

## PERSONAL INFORMATION

I was born on May 26, 1990, at Erbaa in Turkey. I'm a sailor and a windsurfer. I've been living in Amsterdam for two years with my wife. I am proficient in **English**, intermediate in **French**, and novice in **Dutch**.

## CONTACT

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