

Zeynep Demirezer

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SUMMARY

As a well-prepared and driven user experience designer with a strong foundation in design, technology, and strategy. I got educated at Turkey's top design school (METU), where I balanced academic excellence with hands-on industry experience at Softtech. After deepening my digital skills at Seneca, I led impactful projects at Heartbeat Media, designing user-centered, data-driven experiences. I bring a thoughtful, research-driven approach to every project and am committed to creating intuitive, meaningful experiences; ready to give my best at every opportunity.

WORK EXPERIENCE

Heartbeat Media Solutions Inc.

Toronto, ON

UX/UI Designer

April 2024 – February 2025

- Led the end-to-end design of a customer-facing analytics website, providing actionable insights into customer behavior, product usability, and service engagement
- Led UX/UI design for scalable digital solutions, enhancing user engagement for a streaming website by 5%—demonstrating a strategic approach grounded in **WCAG 2.1 accessibility standards** to create immersive and intuitive user experiences.
- Managed an OTT-based streaming platform's UX/UI strategy, collaborating closely with clients to understand their needs and leveraging comprehensive usability research to deliver intuitive, user-centric design solutions that drive engagement and satisfaction.

Softtech A.Ş.

Ankara, Turkey

UX/UI Designer (Part-time during education at METU)

September 2021 – March 2022

- Designed the end-to-end UX and UI for the QNB Finansbank Leasing App in close collaboration with **cross-functional teams**, significantly enhancing user interactions and streamlining key workflows.
- The app's success led to its adoption as a core product offering, prompting the creation of a scalable app template for future clients.
- Conducted usability testing and research, resulting in improved product accessibility and efficiency.

Arçelik Global (Beko)

Gebze, Turkey

User Experience Design Intern

July 2021 – September 2021

- Created user flows, wireframes, and prototypes for home automation products, learning extensively from feedback provided by in-house UX designers.
- Designed the UI for a multi-cooker and companion app, gaining valuable insights and improving functionality and design through collaboration with in-house UX designers

EDUCATION

Seneca Polytechnic

Toronto, ON

Interactive Media Design

April 2024

- Developed foundational skills in UX design, motion graphics, graphic design, web and app development, and business strategies, adding a variety of digital skills to broaden my UX design perspective.

Middle East Technical University (METU)

Ankara, Turkey

Bachelor of Industrial Design

June 2022

- Ranked **5,475th out of 1.9M** in the Turkish University Placement Exam.
- Worked on real-world industry projects, gaining hands-on experience with METU, HEPER Lighting, TOFAS (Under Stellantis), and Appcent.

Myongji University

Seoul, South Korea

Student Exchange Program

- I aimed to deepen my understanding of how cultural differences influence behavior and perspectives, enriching my view of diverse user experiences.

SKILLS & AWARDS

Design & Prototyping: Figma, Adobe Creative Suite, Webflow CMS, Sketch, Blender, Keyshot

Development: HTML, CSS, JavaScript (Basic)

Methodologies & Collaboration: User Research, Design Thinking, UX/UI Principles, Prototyping, Agile, Cross-Functional Teamwork, Project Management

Languages: English (Fluent/Bilingual), Turkish (Native), French (B1)

Awards: First Place – Gift Product for 50/40 Years of Industrial Design Education at METU