






# Onur Devran

VISUAL & EXPERIENCE DESIGNER

## Objective

User experience and visual design have become increasingly important disciplines in our society today. They play an essential role in increasing and supporting the growth of a business. The current sociological uncertainties have made the importance of user experience, customer satisfaction and ultimately customer loyalty even more crucial. More than ever these fields are playing a key part in helping maintain economic growth, and I intend to be at the forefront of these creative efforts, with a focus on fin-tech, capital markets and blockchain for the past 6 years.

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## Industry Related Experience

### LEAD UI DESIGNER

BT GROUP | 2022 - 2023 (CONTRACT)

As the Lead UI Designer for the creation of a new digital SaaS marketplace, I worked within an Agile environment closely with product owners, UX researchers, content designers, and an outsourced engineering team. I was responsible for spearheading the design of customer purchase journeys, establishing and maintaining a component library within my squad, producing high-fidelity prototypes to validate ideas, managing technical design handovers to the engineering team, and participating in ideation workshops.

### SENIOR UX/UI DESIGNER

PENFOLD PENSION | 2021 - 2022 (CONTRACT)

Owned the end to end design process for existing consumer application (iOS, Android + Web) and the new Penfold for business product. Worked closely with the Lead Product Manager on research, ideation, prototyping and testing of features. Adapted and matured Penfolds design system after the launch of new branding and visual identity. Worked on improving the UX of key functions such as user onboarding, setting up retirement goals, transferring existing pensions, exploring pension portfolios and the launch of an AutoSave pilot scheme targeted at the self-employed supported by the Department for Work and Pension (DWP).

### SENIOR PRODUCT DESIGNER

GLOBACAP | 2019 - 2021

Oversaw the experience and interface design of multiple products including equity management, and capital raising platforms. Worked on B2B and B2C features such as share register management, secondary share transfers, issuer dashboards, issuer onboarding, equity scenario analysis, HMRC web filings and more. Audited legacy design systems and rebuilt taking an atomic approach, introducing new UX patterns and documentations, increasing efficiency in prototyping and FE development by 30%. Taking mostly agile methodologies in the development cycles. Applying lean UX, service/enterprise design or user-centered design principles as needed. Winner of Blockchain Project of the Year 2020 - FSTech Awards.

### LEAD UX/UI DESIGNER

PRIMEHOLDERS | 2018 - 2019

Taking a Lean UX approach, over a 6 month period, I laid the groundwork for and designed MVP versions of the Traderoom, News Feed, Portfolio, Wallet and more. Acting as lead designer for a white-label client of BlockEx. I delivered a style guide as a starting point for a design system, along with user journey diagrams, wireframes and high-fidelity interactive prototypes using Sketch and Invision. Oversaw the hand-over of assets to the front-end team based in Sofia, via a Zeplin HTML & CSS library, and running of Q&A sessions before the handover began to ensure a smooth front-end development cycle.

### UX/UI DESIGNER

BLOCKEX | 2017 - 2019

Day-to-day duties included outlining project scopes with product owners and key stakeholders to gather user requirements and objectives. Planning and designing screens for essential user journeys like KYC and AML checks. Liaising with and designing for white-label clients (trading platforms). Working with marketing channels to plan and produce user acquisition and monetization flows. Creating landing pages for B2B and B2C clients. Designing UI elements such as buttons, icons, and menus. Delivering HTML & CSS style guides along with interactive prototypes to support designs. Assembling with on-site and off-site developers in an agile working environment.

### JUNIOR DESIGNER

BLOCKEX | 2016 - 2017

As a junior designer, my responsibilities included working with internal and external marketing channels to convert briefs into high-impact materials. Designing and coordinating the production of assets for print media, and general corporate collateral like deal toys to a set budget. Maintaining and updating a library of graphical assets for web and print. Designing pitch decks, newsletters and annual reports, collaborating with the mid-weight designer on mobile user journeys and UI screens.

### DIGITAL DESIGNER

ADSHOTTER | 2012 - 2015

My time contracting for Adshotter while at college was spent creating and overseeing branding and identity, producing print and web assets, converting briefs into sets of responsive rich media web banners in various formats such as HTML and animated .gif's predominantly for clients in the music and events markets. Campaigns I worked on provided the above industry-standard CTR's of +3.0%

## Education

BA GRAPHIC  
COMMUNICATION DESIGN | '15-'16  
University of Westminster

HND  
INTERACTIVE MEDIA | '13-'15  
London College of Contemporary Arts




BTEC LEVEL THREE  
INTERACTIVE MEDIA | '11-'13  
Bromley College of Further Education

BTEC DIPLOMA  
DIGITAL APPLICATIONS | '08-'10  
Haberdashers Aske's Knights Academy

## UI Skills

RESPONSIVE WEB DESIGN   
DESIGN SYSTEMS MANAGEMENT  
LOW/HIGH FIDELITY PROTOTYPING   
HTML / CSS / JAVASCRIPT  
INFORMATION ARCHITECTURE   
DATA VISUALISATION 

## UX Skills

HEURISTIC EVALUATION   
USER JOURNEYS/FLOWS &  
PERSONAS   
COMPETITOR ANALYSIS  
DATA ANALYSIS 

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## Toolkit

FIGMA INVISION GOOGLE  
ANALYTICS  
SKETCH ADOBE XD JIRA  
ZEPLIN CONFLUENCE ADOBE CC

## Methods & Principles

AGILE - SCRUM & KANBAN  
LEAN UX & USER CENTERED DESIGN  
SERVICE/ENTERPRISE DESIGN THINKING  
GOVERNMENT DESIGN PRINCIPLES  
MATERIAL DESIGN & HUMAN INTERFACE  
GUIDELINES  
ATOMIC DESIGN SYSTEMS