

Ayşe Vardar

UI/UX Designer



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📍 Istanbul, Turkey

WORK EXPERIENCE

UI/UX Designer

JOTFORM

2022 - Present

TASKS

- Working with cross-functional teams and collaborating with other departments such as developers, SEO, advertisement teams.
- Designing landing pages, web assets, advertisement assets, wireframes and mockups with responsive design.
- Searching and creating new design ideas according to new marketing trends.
- Creating designs and design strategies with localization aspects in different languages.
- Running A/B tests for analyzing the user experiences and best working design option.

Senior Multidisciplinary Designer

OPLOG

2022 - 2022

TASKS

- Designing wireframes, mockups, webpages, banners, advertisements, whitepapers, and e-books, illustration and graphic elements for digital platforms
- Designing outdoor dressings, print-out materials and swags for the brand and marketing purposes
- Planning design strategies for marketing and branding
- Collaborating with the other department.

Graphic Designer

ATLASSIAN

2018 - 2021

TASKS

- Designing graphic elements for marketing purposes (digital & print)
- Creating wireframes, webpages, banners, advertisements, whitepapers, and e-books for the social & digital platforms, Google ads, outdoor dressings
- Coordinating with USA & Australia HQs for the marketing assets of Atlassian Products (e.g. Trello, Jira, Opsgenie, Jira Software Management)
- Coordinating with other departments (Brand, Product, Engineering, Front-end Dep.) and making decisions for marketing purposes
- Attending interactive meetings & workshops in the USA & Australia Offices
- Planning marketing & design strategies with Marketing and Brand teams

Graphic Designer

OPSGENIE

2017 - 2018

TASKS

- Designing graphic elements for marketing purposes (digital & print)
- Attending online meetings with US Office
- Coordinating with other departments (Brand, Product, Engineering) and making decisions for marketing purposes
- Creating banners, advertisements, whitepapers, and e-books for the social & digital platforms, Google ads, outdoor dressings

Event Marketing and Organization Specialist

FESTIVAL DE CANNES

2016 - 2017

TASKS

- Organizing the meetings
- Communication with the foreign producers and directors
- Coordinating and executing the PR activities for Turkish Committee

SKILLS

Figma



Adobe Indesign



Adobe Illustrator



Adobe Photoshop



Sketch



Celtix



Adobe Premiere



Imovie



HTML



Microsoft Tools



Adobe XD



TRAININGS

- UX Services, Web3 UX & Metaverse Design, UX İstanbul Online (2023)
- Design Workshop in Sydney, Australia (2019)
- HTML, website content and graphic design workshop in San Francisco, USA (2019)

LANGUAGES

Turkish



English



German



EDUCATION

- Communication and Design
Bilkent University 2012 - 2017