

ERMAN KUTLU

Lead UX/UI Designer - Illustrator

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*A user experience is like a joke.
If you have to explain it,
it's not that good.*

PERSONAL PROFILE

I am a UX designer and illustrator from **Brighton, UK**. For over 10 years I've worked with a range of clients and companies from all around the world. HSBC is my current home.

"Think like a user" is my motto and I enjoy creating practical and meaningful solutions out of complex data. User Experience is more than just a profession to me and I practice it not only from 9 to 5 but every day within any real-life challenges.

SKILLS

INTERACTION

User research, Wireframing, Prototyping, User testing

VISUAL

Toolkit Design, Illustration, Sketching, Editing

SOFTWARE

Sketch, Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, InVision, Autodesk Fusion360, HTML & CSS

CERTIFICATIONS

Customer Led Change Design Thinking

Stanford University - Online Learning Platform

Foundations of User Experience (UX) Design

Google | Coursera

[🔗 See all certificates](#)

OTHER

I'm a British citizen and I speak English and Turkish
I also work on 3D projects and I own 5 3D Printers

EXPERIENCE

HSBC - LEAD UX DESIGNER / ILLUSTRATION & MOTION JANUARY 2018 - ONGOING

- Created HSBC's Illustration Toolkit System which is used by global teams within HSBC Europe and Asia.
- Worked as Lead UX/UI Designer for HSBC Global Money iOS and Android App which introduces instant FX transfers globally.
- Delivered global transfers and payments by designing customer journeys, user testings, UI execution, QA and delivery support.

IBM IX - UX/UI DESIGNER MARCH 2017 - SEPTEMBER 2017

- Worked at IBM's internal design studio as a UX/UI designer, created several projects for its clients.
- Initiated a dashboard project for Formula-E from conception to UI delivery in 3 weeks.
- Created a brand new web platform for Wesleyan by introducing detailed IA, product sorting, custom search and fresh UI.

SPACE01 - VISUAL/UX DESIGNER AUGUST 2016 - OCTOBER 2016

- Designed tablet apps for Scottish Widows, introduced modern UI solutions for finance portal for Xafinity and LV.

NBC UNIVERSAL - APPLICATION DESIGNER MAY 2015 - JUNE 2016

- Designed custom UI system for hayu - VoD app from start to launch. Worked with Google's Material Design and introduced Pattern Libraries and Guidelines for native mobile, browser and TV.
- Formed marketing websites for SyFy and Universal Channel

DOTMAILER - UX/UI DESIGNER MARCH 2013 - DECEMBER 2014

- Re-designed dotmailer's entire web app interface in 2 months.
- Introduced a module-based UI structure for dotmailer's "Program Builder" as a lead designer
- Created brand new iconography and toolkit in 2 weeks