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# Koray ÖZSOY

Industrial / UX Designer

Halkali, Istanbul  
 Turkey

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“ A multidisciplinary journey, where good planning and right choice of research methods are followed by the involvement of meaningful actors, takes you to tangible and winning results. ”

## Professional Experience

### Koleksiyon, Furniture Design & Manufacturer / Istanbul, Turkey

- Assistant Manager @ Department of Customer Experience May 2017 - present
  - Got the responsibility of establishing this new division aimed at leading company to serve customers-focused experiences and enhancing the conciousness throughout the entire company.
  - Mapping diversified customers' personas and their journeys based on given fields and objectives.

★ *Selected on-going projects:*

* Persona Field Research	* Fully-equipped Sales Teams	* Digitalization in Sales
* Koleksiyon Campus Experience	* K-United Digital Map	* CRM Data & GUI Improvements
  
- Assistant Manager @ Department of Marketing & Corporate Communications Feb 2015 - Apr 2017
  - Focused on strategical annual plans and budgets of office and home divisions in domestic market.
  - Led communication team as well as creative, media-buying and PR agencies to realize planned activities
  - Filled in for marketing manager for one year and a half as being fully in charge of domestic marketing and product management.

★ *Selected achievements:*

  - \* *Renewed corporate web site through user-centered research methodology. The outcome doubled the duration of desktop and mobile users' stay and the number of their page views. It reduced bounce rates as well as clicks landing onto product detail pages. Having received about 1300 product quotations in the first year, the new site increased the level of visitor interaction and triggered them to communicate with the brand.*
  - \* *Enhanced the effectiveness of brand's media coverage in terms of distribution of press releases, media events and news equivalence that were two times bigger than the previous year.*
  - \* *Toured all the domestic stores and made public presentations with the aim of introducing novelties to local press members and customers.*
  
- Group Supervisor @ Department of Design & Corporate Communications Jun 2012 - Jan 2015
  - Managed tangible and intangible projects with a great focus on design both in domestic and international markets.
  - Developed digital marketing strategies including new projects to upgrade features on corporate website and establish corporate's new online store, dealer zone, blog and social media platforms.
  - Supporting conventional marketing and communication activities.
  - Enhancing internal ways to grow the culture of design thinking within the design and marketing groups.

★ *Selected achievements:*

  - \* *Established 'Corporate Communications' department that the following year has been picked amongst top 3 departments as a result of yearly internal questionnaires.*
  - \* *Run the project including having designed the wireframe for company's international dealer zone where each global dealer was capable of creating his own project and adding product and preparing quotations for his clients that was fully connected with corporate web tsite.*
  - \* *Accomplished company's second attempt to launch an online store as being fully responsible of project management, design and development activities. Contrary to first failure of the brand, the site is live since 3 years as a result of having annually growing trend of sales and transactions.*
  
- Supervisor @ Department of Design Sep 2010 - May 2012
  - Participated actively in the early phases of projects and guiding the design team with the opportunities of the given target market.
  - Coordinated events & projects on local and international platforms.
  - Managed relationships with local and foreign designers.
  - Developed digital marketing strategies.



## Language & Computer Skills

- English (Writing: ★★★★★ Speaking: ★★★★★)
- German (Writing: ★★★★★☆ Speaking: ★★★★★☆ - Sprachdiplom 2001)
- Italian (Writing: ★☆☆☆☆ Speaking: ★☆☆☆☆)

★★★★★ Adobe Photoshop  
MS Office Applications  
Google Analytics & SEO

★★★★☆ Adobe Illustrator  
Adobe InDesign  
CSS & HTML  
MS Excel  
Rhinoceros

★★★★☆ Autodesk Alias Studio  
Adobe After Effects  
Adobe Flash  
Autodesk AutoCad  
Adobe Premiere

## Extra Cirricular Activities

- 2002 - 2016 e-Publishing  
Editor & Associate: Designophy, Design Publication / Istanbul, Turkey
  - Managed the content and future strategies
  - Developed the new interface
- 1999 - *present* Professional Drummer & Tutor
- 1999 - 2011 Website Design & Coding

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*\* References available upon request.*

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