

Koray ÖZSOY

UX DESIGNER

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A multidisciplinary journey, where right choice of research methods and good planning are executed by meaningful actors, delivers tangible and winning results.

PROFESSIONAL EXPERIENCE

Garanti Technology
Feb'18 - present
Istanbul

UX Designer @ Experience Design & Development
Responsible of designing unique scenarios and screens for STEP, a native application for tablets that the entire operational units and branches use to run the banking business.

Member of Garanti STEP design coaching team to review projects developed by internal teams.

Koleksiyon Furniture
May'17 - Jan'2018
Istanbul

Assistant Manager @ Customer Experience
Got the responsibility of establishing this new division aimed at leading company to serve customer-focused experiences and enhancing the conciousness throughout the entire company.

Generating quantitive and qualitative customer data through brand's online assets, CRM system as well as field researches.

★ Selected On-going Projects

Persona Field Research
K-Global Digital Map

Fully-equipped Sales Teams
Digitalization in Sales

Koleksiyon Furniture
Feb'15 - Apr'17
Istanbul

Assistant Manager @ Marketing & Communications
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 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 get in touch.

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.

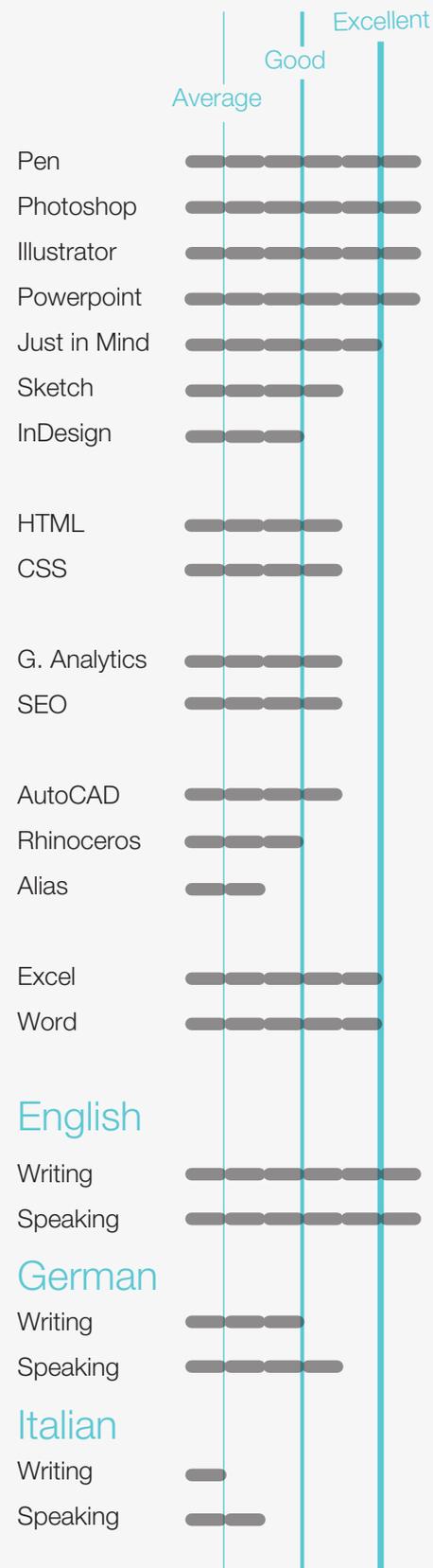
Koleksiyon Furniture
Jun'12 - Jan'15
Istanbul

Group Supervisor @ Marketing & Communications
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**.

Enhancing internal ways to grow the culture of design thinking within the design and marketing groups.

TOOLS



★ **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 the **user flow and wireframe design** of company's global dealer zone where each global dealer was capable of creating his own project and preparing quotations for his clients that was fully connected with corporate web site.

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.

Koleksiyon Furniture
Sep'10 - May'12
Istanbul

Supervisor @ Design

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.

Developed digital marketing strategies.

★ **Selected Achievements:**

Initiated company's **first** SEM oriented approach where the percentage of unique web visitors are increased %30.

Designed and implemented company's **first** social media campaign with no external cost where the brand gained 900 organic likes. The campaign was also listed as top third news on one of the Turkey's top architecture & design portal: arkitera.com.

Design Continuum
Apr'09 - June'10
Milan

UX Designer

Run projects focused on **user interfaces and digital works** where the team helped clients grow in their business that various from FMCG products to healthcare devices.

★ **Selected Achievements:**

Designed and managed the GUI project of Hamilton Medical's new mechanical closed loop ventilation S1 INTELLIVENT®-ASV that was nominated for the **Swiss Technology Award in 2011**.

Designed and coordinated the implementation of the web-based platform project of Observational Immune Tolerance Induction Study (ObsIT) sponsored by Octapharma AG.

Worked on the **ethnographic research** for Elle&Vire that was run on various stakeholders in different continents.

Design Continuum
Jan'09 - Mar'09
Milan

Design Intern

Supported the team on various projects targeting at tangible and intangible products.

Gained quickly the individual responsibility of managing minor projects and creating service proposals.

★ **Selected Achievements:**

Designed and developed individually 2 merchandising units for Amplifon launched in 2010 as a part of brand's new identity.

Involved in B2B **web strategy** development of Emerson Climate Technologies from the heating industry.

Promoted to be a designer in the team.

Koleksiyon Furniture
Aug'08 - Jan'09
Istanbul

Specialist @ Design

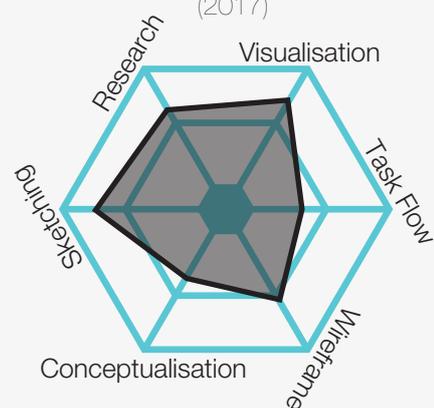
Run the collaboration project with local and international designers.

Worked closely with marketing and communication department to enhance company's presence ton domestic and global arena.

Responsible of company's website development.

DAILY FREQUENCY

(2017)



HOBBIES



FAQs

Driving License?
Yes.

Relocation?
Highly considerable.

Smoking?
No.

Military service?
Done.

Marital status?
Married, a daughter <3.

Freelance

Aug'08 - Jan'09
Istanbul

Designer

Provided product, brand identity and web services to local companies.

★ Selected Clients:

Istanbul Metropolitan Municipality : Pergolale (City furniture, in collaboration with Hokka Design Studio)

Phonomed A.S. : Koterbir (Electrosurgical pen)

Elektra Bikes : Logo, business card, brochure and web site development (Brand identity)

EDUCATION

Istanbul Technical
University

Sep'06 - May'10
Istanbul

MSc in Industrial Product Design

Thesis- **Human-Service Robot Interaction**: An Ethnographic Study on Roomba **Robotic Vacuum Cleaner** in the Domestic Environment in Italy

Project- Participated in Nokia the Only Planet Mobile phone accessory design: "Ding: The Comfort in your pocket!"

Delft University of
Technology

Sep'07 - Feb'08
Delft

MSc in Industrial Design Engineering

Exchange Student in Integrated Product Design

Won the **1st Prize given by Philips** Design Department with Robotic Vacuum Cleaner Design: "Myth"

Istanbul Technical
University

Feb'02 - Feb'06
Istanbul

BSc in Industrial Product Design

Early graduated in 3 years and a half with the GPA of 3,53 / 4,00 – **ranked as the 3rd** of 38 graduates

PORTFOLIO

accessible through the link given below:

<https://tinyurl.com/korayozsoy-portfolio>

REFERENCES

available upon request.