



**Asla Yuye**

UX/UI Designer

[aslayuye.com](http://aslayuye.com)

### Contact

✉ [asliuye@gmail.com](mailto:asliuye@gmail.com)

📞 +44 7724 570258

🌐 [linkedin.com/in/aslayuye](https://www.linkedin.com/in/aslayuye)

### Skills

UX design

Lean UX and Agile

User research

Ideation

Affinity mapping

Site/app map

Customer journey maps

Wireframing

Usability testing

Heuristic evaluation

Rapid prototyping

Information architecture

User interviews

Visual interaction

Interaction design

### Tools

Sketch

Invision and Invision Studio

Axure

Adobe Illustrator

Adobe XD

Figma

Marvel

### About me

An eternally curious UX/UI designer based in London. Believing in the positive impact technology brings into our lives, I strive to design user-centred products that help businesses solve problems for their users.

With an academic background in engineering and past experience in advertising, I bring creative problem-solving skills to design projects alongside strong project management skills and great attention to detail.

### Experience

#### UX Designer

Feb 2020 - Mar 2020

Equativo, London UK

- Brought a conceptual product to life by designing high fidelity screens for both mobile and web which enabled the client to test with initial users as well as investors for further funding.
- Tasks included domain research, competitive analysis, SME and user interviews, affinity mapping, personas, empathy maps, sketching, concept testing, wireframing, prototyping and user testing. Utilised tools as pen and paper, Sketch, Figma and Marvel.
- Established a strong demonstration of setting and managing client expectations through regular communication and weekly sprint presentations

#### Senior Account Manager

Feb 2016 - Oct 2019

Hogarth Worldwide, London UK

- High competency and proven track record of project management of high profile global Nespresso campaigns that launched in 72 markets and required bridging priorities between various internal and external stakeholders in a fast-paced and demanding environment.
- Oversaw the cross-functional end-to-end production process ensuring final delivery was on time and of the highest quality
- Demonstrated a thorough understanding of clients' business, needs and challenges while proactively looking for solutions and improvements, setting and managing client expectations, deliverables and timeframes
- Proven ability to make informed decisions and problem solve based on sound knowledge
- Line managed Account Managers and Account Executives

#### Account Manager

May 2014 - Aug 2015

Saatchi & Saatchi, Istanbul Turkey

#### Account Executive

Oct 2012 - Apr 2014

Publicis, Istanbul Turkey

### Education

#### UX/UI Immersive

Sep 2019 - Mar 2020

Flatiron School, London UK

#### B.Sc. Materials Science and Engineering

Sep 2004 - Feb 2010

Istanbul Technical University, Istanbul Turkey