Cüneyt Öztimur

UX/UI Designer

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Cologne, GE

Core Competencies

- UX/UI Design, Interaction Design, Brand Development
- Visual Design, Wireframing, Prototyping

Tools & Technologies

- Figma, Adobe Creative Cloud
- WordPress, HTML, CSS
- InVision, Google Analytics

Key Skills

- User Research, Usability Testing
- Web Design, Corporate Identity

Personal Strengths

- Creative Problem-Solving, Empathy
- Communication, Teamwork, Time Management

UX/UI Designer with a background in Business Psychology. Skilled in user-centered design, creative problem-solving, and empathy. Eager to grow in dynamic, creative environments.

WORK EXPERIENCE

Freelance Graphic, Web, and Brand Designer

Self-Employed | September 2021 – Present | Cologne, Germany

- Created visual identities, logos, and marketing materials for various clients in the hospitality, fashion, and e-commerce sectors.
- Developed and launched responsive websites with a strong focus on user experience and aesthetics.
- Continuously improved my UX/UI design skills through self-study, participation in design challenges, and professional development.

Promoter & Host

Self-Employed | September 2021 – Present | Various Locations in Germany

- Represented brands at promotional events and trade shows, engaging with customers and providing information to enhance brand awareness.
- Supported the organization of events by assisting with setup, customer interaction, and brand representation.

Designer & Generalist

385 Grad | August 2020 – March 2021 | Cologne, Germany

- Designed graphic materials for events and restaurants, including logos, flyers, and social media content.
- Worked with clients to understand their needs and develop creative solutions that enhance brand value and improve customer engagement.
- Streamlined design processes to reduce project completion time and increase client satisfaction.

Barista & Event Host

Wndrfuel | January 2018 – February 2020 | Cologne, Germany

- Worked as a barista while supporting various events to create a welcoming and engaging atmosphere for customers.
- Fostered customer relationships through friendly service and a proactive approach to enhance the customer experience.

PROJECTS

Brand Designer for Myst - Herbal Cigarettes without Nicotine

March 2022 – January 2023 | Lisbon, Portugal

- **Objective**: Develop a unique brand identity to differentiate Myst in the herbal cigarette market, focusing on a health-conscious and modern audience.
- **Approach**: Conducted market research to understand competitor branding and target audience preferences. Created multiple design iterations, including logo concepts, color palettes, and packaging mockups.
- **Outcome**: Successfully established a brand identity that appeals to a niche market, resulting in a strong market entry and initial positive reception from customers and retailers.

Web Designer for Urban Agency - NewOctober

January 2022 – May 2022 | Cologne, Germany

- **Objective**: Design and develop a new website from scratch to establish an online presence for Urban Agency and connect with a young, urban audience.
- **Approach**: Collaborated closely with the client to understand their vision and brand values. Created wireframes and prototypes using Figma to outline the user journey and layout. Developed the site with a responsive design, ensuring it functions seamlessly across devices.
- **Outcome**: Launched a visually compelling and easy-to-navigate website that enhanced the client's brand image and digital reach.

Development of a Finance App "Lyno"

CareerFoundry | March 2024 – September 2024

- **Objective**: Create a user-friendly finance app to assist users in managing their personal finances effectively, as part of a comprehensive UX Design Bootcamp project.
- **Approach**: Conducted user research through surveys and interviews to identify needs and pain points. Developed personas and user flows to guide the design process. Created low- and high-fidelity prototypes with Figma, followed by usability testing to refine the design.
- **Outcome**: Developed "Lyno," a finance app prototype that was well-received during usability testing for its intuitive design and functionality, demonstrating a solid grasp of the UX design process.

EDUCATION

Certificate in Advanced UX Design

CareerFoundry, Remote

March 2024 – September 2024

Bachelor of Science in Business Psychology

FOM University of Applied Sciences for Economics and Management, Cologne

Graduated: 2021

Diploma in Marketing and Event Management

bm - bildung in medienberufen, Cologne

Graduated: 2016