



NECİP ERTUĞRUL BİLGİ

I'm a multidisciplinary designer with a background in interior and industrial design. I also explored graphic and interactive design during my academic years, enhancing my understanding of sector-specific requirements and the importance of human-centred design. I have experience in evaluating functionality, making improvements, and preparing designs for production.

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Technical Skills

- Product Management
- Usability Testing
- User Research Methods
- Cinema4D
- Rhinoceros
- AutoCAD
- Photoshop
- Figma
- Sketch

Soft Skills

- Accessibility
- Attention to Detail
- Sustainability Mindset
- Creativity
- Problem-Solving
- Critical Thinking
- Collaboration
- Empathy
- Time Management

Education

Accademia Italiana

Interior and Product Design (2018-2021)
Florence, Italy **GPA: 3.68**

St. Petersburg State University

International Management (2016-2018)
St. Petersburg, Russia

Russian State Hydrometeorological University

Russian Language and Literature (2016)
St. Petersburg, Russia

Languages

Turkish

Native

English

Advanced

Russian

Upper Intermediate

Italian

Beginner

Certificates

University of Virginia, Darden School of Business

Digital Product Management

University of Arts London

User Experience and Accessible Design

The Mind Lab

Internet of Things (IoT) and Sustainability

Accenture

Artificial Intelligence

Accenture

User Experience

Google

Google Professional UX Design Certificate

McKinsey

McKinsey Forward Program (**Ongoing**)

Work Experience

UX/UI Designer

Layka DAO

June 2022- December 2023

- Designed and implemented graphics and visual assets resulting in a 35% increase in user engagement and retention rates.
 - Formulated and executed strategies that led to a 42% growth in user base within the Turkish market.
 - Conducted comprehensive A/B testing, resulting in a 24% improvement in key user interaction metrics.
 - Collaborated cross-functionally with product managers, engineers, and developers to ideate and launch new features, contributing to a 73% increase in overall product satisfaction.
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Interior & Product Designer

Doku Design Studios

June 2021- January 2022

- Facilitated clients with improvements of existing plans.
 - Designed and drafted plans for new custom homes in historical style preferred by client.
 - Planned and implemented interiors for new high end residential homes.
 - Prepared graphics for presentations and production where created in Cinema4D, Illustrator, Photoshop.
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Interior & Product Designer Intern

DesignOn Architecture

May 2019- June 2019

- Coordinated initial and follow-up meetings with the client concerning the project.
 - Collected information for the project while listening to the client's needs and wants.
 - Researched products to include fabrics, furniture, accessories, lighting, tile, flooring, etc., for the project.
 - Created digital design presentations and material boards and led client presentations.
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Initiatives

Parked Co-founder & Designer

- Parked is an IoT sensors-based smart city application to improve the city's data and as well as help its citizens to find public parking spots in selected areas of urban, crowded cities.

SipSip Designer

- Sipsip is the online loyalty program for third-generation boutique coffee houses in Turkey and their customers to improve the experience, communication, and purchase and transform old-school methods into a digital world.

Arte Case Study

- Create an innovative and user-friendly mobile application that empowers artists to showcase their creative work, connect with a global art community, and access valuable resources to enhance their skills.