

## Handan Dogan

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### Senior Manager & Principal Lead Designer, UX /UI and Product Design

- From inception to shipment, specialized in building enterprise level high traffic smart desktop, tablet, and mobile apps and software with simple and clean yet creative, cohesive, informative and trendy user experience with a focus on the end-user and a passion on quality and usability.
- Described as a capable UX design leader, dedicated to building inspiring, innovative, and intuitive digital experiences with the latest and emerging technology on digital products that people love.

#### UX & Product Design

- Ideation, Discovery, UCD & IA
- Design Systems
- Service, Application, Interaction, Product, UX/UI & Visual Design
- Storyboarding & Wireframing
- Task Development & Flows
- User Research & Testing
- Persona, User Journeys & Flows
- Use Cases, Stories & Hypotheses

#### Software Skills

- Figma, Adobe XD & Sketch
- Adobe CS Cloud
- Other prototyping tools: Invision, Zeplin, Principal Axure (basic/familiar)
- MS Office, Microsoft Visual Studio
- Miro, Fluid charts
- Jira, Basecamp, Smartsheet, Asana

#### Coding Skills

- HTML5 / CSS3, Java Script and jQuery
- CMS Design / theming
- Prototyping in frameworks such as WordPress, Drupal, and Bootstrap

#### Technology I work with

- React JS & Angular JS, SaaS, ML & AI, Web3, Blockchain

#### Leadership Skills

- A thought leader and a people manager with a passion to communicate and integrate a strong Visionary, Design Thinking, Lean Agile UX processes and User Centric Design (UCD) methodologies in creative and cross-functional teams.
- More than 8 years of building, managing, mentoring, supervising and leading multivariate designer teams.
- Always an advocate of end users and customers with a goal to strategically merge business, product and user objectives and requirements on a successfully designed life changing smart technology product.
- Deep understanding of the intersection of entertainment, games, ecommerce, social media, digital marketing, culture, community, creativity, and technology.
- Effective in communicating and bridging innovative and working ideas and solutions among designers, developers, clients, IT, and other executive, marketing, and creative cross-professionals in building top of the line solutions.

### CAREER EXPERIENCE

InstaTech Inc, a start-up, Vancouver, BC & NYC, NY

May 2022 – April 2023

#### Head Designer, UX/UI & Product Design (Cofounder)

- Worked on an entrepreneur initiative native mobile app, a ground-breaking digital music product with conversational/voice, Artificial (AI) & Machine Learning (ML) features.
- Collaborated and partnered with three cofounder senior full stack mobile engineers who previously worked for Apple, Google and Meta.
- Designed the full user experience strategy and product design of the music app to allow producers, artists and music fans to create, distribute and share content through unique customizable individualized features.
- Hired, managed and collaborated with two senior UX/UI designers. Conducted design reviews, set goals for designers with objectives and manage performance reviews.

Google, Abbott & Deloitte NYC, NY (through Cognizant, Akrya & Bitsoft)

August 2021 – April 2022

#### Principal Designer, UX /UI & Product Design (Freelance Consultant)

- Deloitte  
Worked on a unique white label AI and ML technology to enhance online shoppers' individual experience and to help smaller e-commerce retailers to compete with giants, such as Amazon and Walmart.  
Designed full UX; workflows, sitemaps, task-flow and user journey diagrams as well as wireframes, UI design system and high-fidelity complex prototypes.

Conducted user testing in a lean end-to-end UX design process.

- Google

Worked on the full UX Design of a new internal C-level leadership management performance tracking platform by transforming the old software to a new trendy and easy to use one.

Designed and delivered new task-flows and user journey diagrams, wireframes and prototypes, and conducted user testing sessions on fleshed out features following an end-to-end user centric design process.

- Abbott

Worked on a mobile app UX that is included in Abbott's home COVID Testing product in the market.

Delivered a Design System on Figma, the full UX strategy, wireframes, UI and visual design components.

Facilitated user testing sessions to polish solutions and features on the mobile app.

Warner Bros., Los Angeles, CA (through Cognizant)

February 2019 – August 2021

**Senior Manager | Lead Designer, UX and UI Design (Full-time)**

Designed a fully automated smart software system by streamlining a complicated entertainment business process for the internal users and a consumer platform for WB's content distributing vendors globally. Transformed a multiple aged and open resource platforms used in the process to a single and modernized new software application powered with ML and AI. Solved the entire past user issues in distribution and use of globally large entertainment content by bringing the best practices of usability and UX design.

- Hired and managed a 7 multivariate designer team.
- Provided leadership, direction, and mentorship to the UX, UI, and Visual Designer team with hands-on collaboration to design the new, smart, and emerging technology (web and mobile) products of Warner Bros. on daily basis.
- Worked with the stakeholders, front-end developers and the power users, helped define user requirements and stories based on many use cases and scenarios, user pain points and new user requirements for new features.
- Worked on complex information architecture, workflows, sitemaps, task-flow and user journey diagrams (for many types of users from business to end users) by developing new coherent and trendy concepts following an end-to-end process.
- Facilitated user testing sessions by using robust prototypes and integrated the findings back to the designed comps to make more usable features and interactions before development stage.
- Built strong relationships and operating rhythms with leaders inside and outside their core product team.
- Efficiently designed and implemented inclusive and well-informed user experience design on an AI and ML technology driven mobile first application for a complex business workflow involving 5 different power users.
- Delivered a design system with cohesive and intuitive interaction styles and easy to use solutions with UI patterns and components.
- Designed high-fidelity prototypes on Adobe XD & Figma by following a Lean UX and UCD process in Agile Development.

Activision, Santa Monica, CA (through Teksystems)

July 2017 – December 2018

**Senior Design Lead, UX /UI & Product Design (Consultant)**

Worked on Call of Duty Games' first companion Native Mobile (IOS and Android) and Mobile-First Online Apps, powered by AI and ML for its multimillion global fans. Hired by Activision's Call of Duty Marketing Technologies Team.

- As the very first UX design specialist on Call of Duty Games, provided a solid UX Design leadership, supervision and hands-on collaboration to the COD team. Advocated and integrated an end-to-end lean UX design process to the COD Marketing Technologies' cross-functional teams.
- Hired, managed, supervised and collaborated a team of 4 UX and UI designers, and worked with a PO, 4 stakeholders and 6 mobile app developers on daily basis during the full cycle of the COD project.
- Introduced new UX design tools such as Figma, Adobe XD, Principle and Sketch to the team for designing, prototyping and collaboration among cross-teams.
- Hands-on designed the full UX, UI and interaction strategy and design for all COD titles' new and emerging technology marketing products such as a companion product on Amazon's Alexa hubs. A voice activated, machine learning (ML) and artificial intelligence (AI) engagement product series for its millions of fans all around the world, which also is in-line with the COD Companion mobile app with similar great features. Teamed up with two engineers, one product owner and six other cross-professionals on this team to collaborate on daily basis.
- Designed the full scale atomic and component-based COD design system for Activision Marketing Team designers and developers to implement in all COD websites, online and mobile apps and services.

- Designed the fully interactive and responsive online MyCOD.com engagement website in-synch with the new mobile app with new features of rewards, gamification and marketing events and campaigns. Worked on new game changer engagement features for players and daily player data analysis. The platform provides COD title specific game information, news and blogs, live streams, community engagement, tips and videos, chatting among friends and squads, voting for selection of maps and collecting rewards among players.
- Designed big user data visualisation analysis such as leaderboards, personal and competitive daily K/D analysis from players' daily games, personalized tips and videos to enhance their daily engagement for more fun, competitive and exciting games.
- Took part in hiring new UI and UX designers to the current team as a hiring manager for Activision.
- Provided supervision and leadership for the best practices of UX/UI and User Centric Design applications.
- Collaborated in the ideation and discovery stages of all engagement new technology apps with the stakeholders, development and business/marketing teams to define the MVP and Post MVP tasks and features.
- Integrated business goals and COD player needs to engage and keep existing users and gain new users.
- Brought in the best practices of usability, UX Design and UCD methodologies. Worked on user research, discovery/ideation, task/user flows, wire-framing, designing mock-ups and prototyping.
- Working closely with the COD User Research Team, lead and conducted regular A/B, multivariate, usability and user testing of newly fleshed out features on prototypes weekly before the development process.

Disney Studios Technologies, Burbank, CA (through TEKsystems)

October 2016 – July 2017

**Senior UX/UI Design Lead**

- Teamed up with 3 UX/UI designers and worked with 2 stakeholders, 6 business analysts, 2 POs, scrum master and an engineering lead managing a team of 50 global developers and engineers to transform and re-build Disney's highest budgeted Residuals | ReRun2 Software Project in 2017. The goal was to build a faster automated platform to cut down human errors and processing time during 5 types of users' workflow.
- Worked on IA, workflows, task flow diagrams, user journey diagrams for five different users from analysts to managers, cohesive and consistent interaction design patterns that uses ML and AI technology with intuitive easy-to-use features on high fidelity prototypes.
- Integrated the best practices of usability, UX and UCD methodologies. Conducted discovery, UX research, user testing methods such as multivariate and A/B testing.
- Contributed to designing new features and version of HEX, Disney's design system to bring coherence and "Disney brand product identity" to its 140 digital products and services. It also serves UX designers and developers to iterate features and build applications faster with a quicker turnaround time for integrating updates and new additional usable features in Lean UX Design process and Agile development.

Moneris Solutions, Vancouver, BC

January 2013 – October 2016

**Digital Art Director | Principle UX/UI Designer (Full-time)**

- Managed and lead 3 UX, interaction and visual designers and 2 UI developers to build mobile, web and desktop products, apps and services.
- Conducted performance and design reviews.
- Designed detailed UX strategies, numerous one-of-a-kind task flows and interaction models, iterations of wire frames and high-fidelity/robust mock-ups/visuals based on business and product goals, creative briefs, personas, user needs, use cases and stories, UX research and usability studies.
- Created design work on Sketch, Invision and Adobe Creative Suite.
- Collaborated with stakeholders, POs, fullstack developers, executive and digital marketing professionals on daily basis.
- From ideation to completion, designed and prototyped full scale UX strategy, task and interaction solutions for the below internal and external best-in-class digital products, online services and portals:
  - An e-commerce site, [www.giftcertificates.ca](http://www.giftcertificates.ca)  
It sold two million cards, made six million dollars profit with a 95% increase in conversion of buyers within the first year after it was launched.
  - PAYD & PAYD PRO, Mobile payment transaction apps which aim to cater for vendors and small businesses, available on iTunes App Store®, and on [www.getpaid.com](http://www.getpaid.com)
  - Moneris's Virtual Gift Card app, featured on [marketingmag.ca](http://marketingmag.ca) ([read here](#)), made Moneris as a leading North American tech company for delivering an innovative virtual card app in a billion-dollar gift and loyalty industry.

- Native mobile banking apps of Royal Bank of Canada and Bank of Montreal (Available on iTunes App Store®), Moneris' partners.
- Conducted design QA to integrate the mock ups in clean HTML5 + CSS3 + Javascript frameworks.
- Customized themes on complex commercial sites built in Drupal 8.

OneWorld Accuracy, Vancouver, BC

February 2010 – November 2012

**Creative Director, UX/UI & Product Design, Marketing Technologies** (Full-time)

- Re-designed the UX of the company's online smart platform, DigitalPT to a trendier and easier to use online software, OASYS, used by thousands of lab technicians in 35 countries.
- The new platform, OASYS, had a measured 40% ROI and 65% increase in new users within a year, and about 80% shorter time in completing tasks such as logging in big and time-sensitive lab data on daily basis.
- Lead and supervised 2 designers and collaborated with 17 IT developers in Agile development.
- Re-branded the parent company and positioned its new identity as green, sustainable and globally connected community.

DGN + BOZ, Istanbul and Amsterdam (Acquired by DDB later)

Jun 2009 - Feb 2010

**Digital Creative Director, UX/UI & Product Design**, (Full-time)

- Hired, managed and supervised a team of 9 web, visual and interaction designers.
- Created online branding and advertising campaigns, complex and e-commerce websites.
- Built local digital marketing campaigns and creative commercial websites for global brands such as ADIDAS, SONY and SAMSUNG MOBILE in HTML+CSS+Jquery with social media APIs.

Best Buy, Vancouver, BC (through Teksystems)

January 2008 – June 2009

**E-Commerce UI Design Lead** (Consultant)

- Lead and collaborated with a 5 people GUI design team.
- Transformed old technology ecommerce websites of Best Buy and Future Shop to the new Web 2.0 compliant XHTML + CSS + Javascript framework integrated with JQuery, Flash and Social media APIs, and with more user centric and usable UX in the new ASP.Net Version 3.5 Ajax platform.
- Creatively positioned new and existing/old content on new UX based on customer needs and journeys.

VKI Studios Inc. (Currently Cardinal Path), Vancouver, BC

January 2006 - January 2008

**Interactive Art Director | UX/UI Designer** (Full-time)

- Created RFPs, proposals and presentations. Lead the conception, hands-on design and execution of full scale UX, UI and visual materials for the digital products and services of the agency's clients.
- Managed a 4 designer and 2 UI developer team. Created trendy Web 2.0 compliant, intuitive and effective user interfaces and prototyped them in XHTML+CSS+Javascript.
- Prepared usability reports on existing Fortune 500 companies' websites and online services.
- Provoked strategic brainstorming and provided direction to the creative interaction design team.

## EDUCATION

- UX/UI and Interaction Design and Front-end Development / Senior Tech. Management, BCIT, Vancouver, BC
- Certification of Usability Analyst and UX Specialist, Human-Factors International, Seattle, WA
- Bachelor of Art and Design, Reijks Royal Academy of Art, Amsterdam, Holland (Partial completion)
- Bachelor of Science, METU, Ankara, Turkey

## INTERESTS

- Emerging technology and trendy digital design. Neuroscience. Contemporary and experimental art and design. Full 3-D experience design. Travelling, indie music, movies, and documentaries.
- Healthy, sustainable, green and organic living. Volunteering in various community activities.
- Beach volleyball, surfing, SUP, hiking, biking, skiing, sailing, yoga, meditation and tennis.