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portfolio: handandogan.design

Director & Lead, UX/UI & Interaction Design

- Specialized in building enterprise level high traffic smart desktop, tablet and mobile apps, online software and services with simple and clean yet creative and trendy user experience with a focus on the customer and end-user.
- Described as a hands-on capable UX design team lead and director dedicated to building inspiring, innovative and intuitive digital experiences with the latest cross-platform/device technology solutions.

Technical Skills

Specialties	Software Skills	Coding Skills
<ul style="list-style-type: none">• UX Design:<ul style="list-style-type: none">- Ideation & Discovery- User Centric Design- IA, Wire-framing,- Interaction, UI & Visual Design- Storyboarding, System Maps, User and Task Flows- Definition of Personas- User Journeys- User Cases & Hypotheses- User Stories• Lean UX Design Process in Agile Development• Usability Methods, UX Research, Usability and User Testing, Human Factors in Technology• IOS & Android App Design• Native & Mobile-first Responsive App Design• Ideation, Color, Typography• Design Systems	<ul style="list-style-type: none">• Adobe CS Cloud• Sketch• Wire-framing/Prototyping tools:<ul style="list-style-type: none">- Invision, Figma, AdobeUXD, Atomic, UXPin- Zeplin- Principle- Axure,- Omnigraffle- Balsamic• Microsoft Visual Studio• MS Office• SharePoint, SVN & GIT	<ul style="list-style-type: none">• HTML5/CSS3, JavaScript & JQuery• CMS Design/theming & Prototyping in open source frameworks such as WordPress, Drupal, and Bootstrap <h3>Leadership Skills</h3> <ul style="list-style-type: none">• Thought leadership in Design Thinking and UCD in cross-functional teams• Deep understanding of the intersection of ecommerce, social media, digital marketing, culture, community, creativity, entertainment and technology• Effectively bridging ideas among designers, developers, clients, IT and other executive, marketing and creative cross-professionals in building top of the line solutions

Career Experience

Activision, Santa Monica, CA

Jul 2017 - Present

Lead UX Designer

- Lead and hands-on designed the full scale UX, creative and interaction design of Call Of Duty (COD) Mobile Companion App, Activision's very first franchise level Companion Mobile App for all COD titles to be launched in IOS & Android in Fall, 2018, for the Marketing Technologies Team. Teamed up with 6 mobile app developers, two designers, one PO and 4 stakeholders on daily basis during the full cycle of the project.
- Hands-on designed the full UX, UI and interaction design for all COD titles' new product with Amazon's Alexa hubs. A voice activated, machine learning and artificial intelligence engagement product project for its users, which also is inline with the COD Companion mobile app with similar great features for COD players. 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 mobile app's new rewards, gamification and marketing events and campaigns, new game changer engagement features to players and daily user 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 and collecting rewards among players. It also provides big user data analysis such as leaderboards, personal and competitive daily K/D obtained from player and their communities' daily games with personalized tips and videos on their daily engagement with a goal to make players' COD games better, more fun, competitive and exciting.
- Bringing the high-end UX expertise for the first time to the team, integrated the full UX Design Process on the COD Marketing Technologies cross-functional team. Introduced the team with UX industry trendy tools such as Figma, InDesign, Adobe UX, Atomic, Principle and etc for full scale UX designing, prototyping and instant collaboration among cross-teams on all digital product development projects.
- 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 on trendy creative technology products.
- 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 to implement which integrate business and user (COD player) needs with a goal to keep millions users and gain millions of new users for the best user engagement products.
- Brought in the best practices of usability, UX Design and UCD methodologies on iterations of user research, discovery/ideation, task/user flows, wire-framing, designing mockups and prototyping.
- Conducted regular A/B, multivariate, usability and user testing of newly fleshed out features on prototypes and integrated the findings to the products' UX design and interaction weekly before and after the development process.

Disney Studios Technologies, Burbank, CA

Oct 2016 – Jul 2017

Lead Senior UX Designer

- Lead and teamed up with 2 UX designers, 6 business analysts, 2 POs and a huge team of developers to transform and re-build Disney's highest budgeted Residuals | ReRun2 Software Project in 2017 with a goal of fast and automated platform to cut down human errors and day to day time in five different type of technical users spent to approve and process payments to residuals on Disney products.
- Worked on information architecture, workflows, sitemaps, task flow diagrams, user journey diagrams (for five different users from analysts to managers), developing concepts, designing brand new and intuitive features to help users complete their tasks better, cohesive and consistent interaction design patterns throughout the application in easy to use and intuitive UIs and high fidelity prototypes.
- Successfully applied the best practices of usability, UX and UCD methodologies on iterations of wireframes, mockups, prototypes and the user tests in order within 2-week sprints by integrating Lean UX Design process in Agile development, which helped the development and product team synch up almost daily to build more quality solutions in confidence and get much better results in productivity on teams to achieve higher development goals.
- Conducted and hands on worked on broader areas of UX discovery, research, usability, user testing methods such as multivariate and A/B testing, and integrated the findings and results to the designs and prototypes of the developing UX of online, mobile and multi-platform applications and software in a fast paced Lean UX Design Process in Agile development.
- Contributed to designing new features and version of HEX, a Disney design system which was developed with major goals to bring coherence and "Disney brand product identity" to its 140 digital products and services and for UX designers and developers' quick use to build applications faster during the Lean UX design and development process to cut down big amount of time and hence the budget with a quicker turnaround time for integrating updates/upgrades and new additional usable features.
- Facilitated ideation, brainstorming and collaboration.

Absolute Software, Lasso Systems, Nimbyx, BC, Canada, CA & WA, US Mar 2012 - Present

Lead Senior UX Designer | Design Director - Consultant

- Hands-on collaborated and lead UX, interaction, and visual designers and collaborated with front-end developers for mobile and web products, applications and services for small to large business clients.
- Built and transformed new and aged digital technology products for mobile and web with a goal of user/customer centric, usable and trendy design solutions to attract high volume global users which resulted in great success in re-launching these products such as an 80 % increased number in sales of the newly transformed Lasso Sales Management tool & a record of 90 % decrease in support calls made by its users.
- Designed task flows, UX and interaction models, wire-frames, visual design specifications, and robust mock-ups in iterative process based on creative briefs, personas, user needs and stories, UX research and usability studies.
- Collaborated with product owners, front-end and backend development, executive, digital marketing teams on daily basis with a capable, can-do attitude and strong communication.
- Designed high fidelity visuals and mock-ups based on iterated wireframes of the products for desktop, tablet and mobile devices & browsers.

MONERIS SOLUTIONS, Vancouver, BC

Jan 2013 – Oct 2016

Design Director | Lead Senior UX Designer

- Conceptualized from ideation with stakeholders, fully designed and prototyped full scale UX strategy, flow and solutions and then UI designs for the development of internal and external best-in-class digital products, online services and portals:
 - www.moneris.com - Full UX & UI redesign
 - www.giftcertificates.ca (sold 2 million cards, made 6 million dollars profit with a 95% increase in number of buyers within the year after it was launched with the new website in September 2013) - Full UX & UI redesign in 2013-14
 - PAYD & PAYD PRO Mobile payment transaction app UX & UI design (available on iTunes App Store[®]) (www.getpayd.com) - Full UX & UI redesign
 - Moneris's Virtual Gift Card app, which was featured on *marketingmag.ca* (http://www.marketingmag.ca/brands/moneris-to-offer-e-gift-card-solution-to-merchants-122184?rss=yes&utm_campaign=follow+@stew_ilondanga&utm_source=Stewart+Ilondanga&utm_medium=twitter) which put focus on Moneris as a leading North American technology company for delivering an innovative virtual card app in billion dollar gift and loyalty industry.
 - Online and Mobile Banking Apps of RBC and Bank of Montreal (Available on iTunes App Store[®]), Moneris' partners.
- Hands-on lead three UX, interaction, and visual designers who reported to me and collaborated two UI developers for projects of mobile, web and desktop products, apps and services.
- Designed task flows, detailed UX and interaction models with many iterations of wire-frames, high fidelity robust mock-ups/visuals based on creative briefs, personas, user needs, cases and stories, UX research and usability studies for building brand-new and transforming aged services and applications.
- Collaborated with product owners, front-end and backend development, executive and digital marketing teams on daily basis with a capable, can-do attitude and strong communication.
- Designed high fidelity visuals and mock-ups of responsive UIs for web, tablet and mobile and helped development team to integrate them in clean HTML5 + CSS3 + Javascript frameworks.
- Customized themes on complex commercial sites built in Drupal 8.

ONEWORLD ACCURACY, Vancouver, BC

Feb 2010 – Nov 2012

Digital Creative Director | Lead Senior UX Designer

- Re-designed and re-branded the user experience of the company's online platform, DigitalPT to OASYS, used by thousands of lab technicians in 35 countries to log in time-sensitive lab data on daily basis, to a more trendy and easy to use necessary software for laboratories.
- It was reported in a year that the new platform had a measured 40% ROI, 65% increase in new users, and about 80% shorter time in completing tasks than before.
- Lead and supervised two interaction designers and collaborated with 17 IT developers in Agile development on daily basis.
- Provided supervision to the interaction and visual designers and lead UI developers for the integration of planned materials to the specifics compliant to multiplatform devices.
- Created IA, workflows, wireframes, robust mock-ups and prototyped UIs in clean HTML5 + CSS3 + Javascript code.
- Re-branded the parent company and positioned its new identity online with the ideation of sustainable living, green business and globally connected community.

DGN+BOZ (Acquired by DDB) NYC, Istanbul & Amsterdam

Jun 2009 - Feb 2010

Design Director | Lead UX/UI Designer

- Created RFIs/RFPs, and online and mobile branding and advertising campaigns. Managed creative digital production budgets.
- Hired and supervised a creative team of 4 web, visual and interaction designers for project specific productions at the agency.
- Created online branding and advertising campaigns, page mockups, information flows, flowcharts, prototypes, and interactive demos along with storyboard presentations for new UX and UIs of complex and commercial enterprise website projects to the IT and non-IT executives, partners, creative and marketing teams.
- Worked on IAs, work flow-charts, wireframes, robust mockups, online prototypes along with digital presentations of online commercial enterprise projects to IT and non-IT executives, partners, marketing teams and global clients routinely.
- 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 & FUTURE SHOP, Vancouver, BC

Jan 2008 – Jun 2009

E-Commerce UX Design Lead

- Collaborated in the successful launch of the new commercial website (BestBuy.com) 6 months earlier than planned.
- Transformed old technology commercial websites of Best Buy Canada 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.
- Fixed poor usability issues on UX applications and multiplatform malfunctions on BestBuy.com.
- Creatively positioned new and existing commercial content within brand guidelines on new UX by wireframes and robust mockups based on their user profile.
- Teamed with 120 professionals in total for the production of various areas in this project.

VKI STUDIOS INC. (Currently CARDINAL PATH), Vancouver, BC

Jan 2006 - Jan 2008

Interactive Art Director & UX Lead

- Lead the conception, hands-on design and execution of full scale UX, UI and visual materials for all the digital products and services of the agency's clients.
- Created trendy Web 2.0 compliant, intuitive and effective user interfaces and prototyped them in XHTML+CSS+Javascript.
- Translated user research reports into iterations of workflows, wireframes and mockups. Prepared usability reports on existing websites and online services.
- Provoked strategic brainstorming and provided direction to the creative interaction design and development team.
- Fixed poor usability issues, non user-friendly applications and multi-platform malfunctions on UX applications and multi-platform malfunctions on BestBuy.com. Helped other developers by CSS tweaks using web consortium and firebug.
- Structured a fully Lean UX/UI design process on the team for faster and more quality delivery.
- Estimated scope and budgets for projects, assigned tasks and drove results.

- Reviewed RFIs/RFPs and created RFPs, proposals and presentations to clients and management team.

MOBILE OPERANDI (Currently QUICK MOBILE), Vancouver, BC

Jan 2003 - Jan 2006

Digital Art Director | UI Designer

- Created still and motion graphics, icons, promo and educational flash demos, wizards and banners for Mophone™, a community based social media service.
- Designed detailed work-flow storyboards with wireframes and robust mockups with consistent UI patterns for the web and mobile services of Mophone™ and Mozone™ targeting high traffic users of 16-35 year old persona profile in North America, Asia and Europe.
- Conceptualized and designed brochures, posters, marketing and branding materials and trade show graphics for the main digital product, Mophone™
- Improved the complete look and feel, and the usability of the online service, which resulted in about a one million high-traffic users in 18 months, which led to the digital service's acquisition by a big American global technology company.

Education

Certification of Usability Analyst and UX Specialist, Human-Factors International, Seattle, WA, March 2010

Digital Arts, UX/UI & Interaction Design & Front-end Development / Senior Tech. Management, BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY, Vancouver, BC, June 2005

Foundation of Art & Design, REIJKS ROYAL ACADEMY OF ART, Amsterdam, Holland, Aug 2003

Bachelor of Science, METU, Ankara, Turkey, July 2001

Interests

- Contemporary art and design. Indie music, movies, documentaries. World pop culture.
- Beach volleyball, surfing, SUP, hiking, biking, skiing, sailing, yoga, meditation, tennis, and healthy, sustainable, green and organic living.
- A volunteer in various community activities.