CANER OBALI

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Dribbble | LinkedIn | Canerobali.com

ABOUT ME

I am a passionate UX/UI Designer with hands-on experience designing and optimizing user-friendly applications, including IoT systems, digital wallets, and virtual stores. I excel in conducting user research, improving user flows, and delivering results-oriented designs through a collaborative and agile approach.

PROFESSIONAL EXPERIENCES

UX/UI Designer   Jun 2022 – Nov 2023

Karaca AS (Istanbul, Turkey)

- Designed and optimized IoT applications, contributing to a **40% increase** in product engagement.
- Conducted user testing and improved user flows, leading to higher customer satisfaction and usability.
- Redesigned product detail pages, boosting landing page views **by 32%.**
- Led A/B testing for interfaces, improving app ratings to **4.6/5** on app stores.
- Utilized **Figma** and agile tools to deliver projects efficiently under tight deadlines.

Digital Service Manager   Sep 2021 – Jun 2022

NTT Data Business Solution (Istanbul, Turkey)

- Oversaw and optimized ticketing processes, ensuring efficient issue resolution and enhanced customer satisfaction.
- Monitored key performance indicators as outlined in the SLA contract, guaranteeing compliance and high service quality.
- Coordinated and prioritized frontend development requests, aligning them with user-centric design principles.

Project Design Coordinator   Aug 2020 – Jun 2021

Accomar Marine Interior AS (Yalova, Turkey)

- Collaborated with stakeholders to align customer needs and project goals.
- Streamlined project documentation systems.
- Created project roadmaps and mitigated risks to deliver high-quality outcomes on schedule.

COMPUTER SKILLS

Design Tools: Figma, Adobe XD, Miro, Zeplin, Sketch
UX Skills: User Research & Testing, Wireframing, Prototyping, A/B Testing
Collaboration Tools: Jira, Trello, Slack, Servicenow
Soft Skills: Problem-Solving, Communication, Cross-Functional Collaboration

EDUCATION

Diploma of Information Technologies   Sydney / Australia
Australian College of Business Intelligence

Bachelor of Architecture- GPA (3.04 / 4)   Ankara / Turkey
Middle East Technical University

CERTIFICATION

Become a User Experience Designer ([LinkedIn](#))
Agile Project Management and Scrum Methodologies([Udemy](#))
Become a Product Manager | Learn the Skills & Get the Job ([Udemy](#))

AWARDS

GOLD STEVIE® WINNER (2023)
Award for Innovation in Consumer Products & Services ([Stevieawards](#))
3rd HONORABLE MENTION (2020)
Istanbul is Yours Urban Furniture and Game-Recreation Products Design Competition ([Arkitera](#))

PORTFOLIO

Explore my UX/UI design projects at:

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