

Zeynep Ozkan

Address: 40 Faringford Road, London, E15 4DW
Tel: 0797 927 2287

Email: zeynep.ozkan@gmail.com
Website: www.pretacliquer.com
[Linkedin](#)

Profile

UX designer with 6+ years of experience of creating usable, engaging, relevant and innovative solutions for websites. In my current role at Rightmove (20 million unique visitors per month), I practice in a multi-disciplinary team using a UCD approach in an agile development environment. My process is an iterative strategy of consultation and analysis for understanding, followed by exploration, wire-framing and prototyping to the final visual design and implementation. As a highly self-motivated, creative and energetic person I am looking to bring my skills and experience in an organization in order to continue creating, collaborating and facilitating with similarly passionate people.

Work Experience

since 04.2008 UX/ Interface Designer, Rightmove.co.uk, London - [UXD portfolio](#)

Sample projects where I have been the creative lead include:

- **Map-based search:** I have led all aspects of the design including research, strategy, concept design, interaction paradigms, user interviews, prototyping, design workshops, interface design and front-end development. I planned and facilitated 4 different usability testing on numerous prototypes ranging from paper to working prototype with both external and internal users.
Result: enhanced user experience, great feedback from both users and clients
- **Search results optimization:** I have translated the objectives of increasing click-through rates for various user actions on the page, to interface improvements and structural changes. I planned and implemented A/B testing; created and developed the interface and the visual design.
Result: up to 3 times increase in the usage of 'change criteria' button, 'save 'search' and 'property update' buttons as well as an increase in the visibility of search filters.
- **Re-skin for the area for registered users:** I created a more user-friendly, simpler navigation and interface for 'myrightmove'.
- **Multi-agent messenger tool:** This project was about developing a tool that allows users to send emails to multiple estate agents simultaneously. My role involved A/B testing, visual design, branding, promotion, front-end development including javascript.
Result: substantial increase in email leads.

I collaborated in countless other projects regarding the public site; organized meetings and workshops; presented design ideas to developers, business analysts and business owners on a regular basis; assisted junior colleagues and documented specs.

2004 - 2008 Self-employed, Pretacliquer.com

Provided visually attractive, effective web presence for clients including businesses, higher education institutions, journals, and associations. Designed and developed standards compliant, accessible sites with CMSs. Professional experience in managing and implementing all aspects of a website project from concept to execution.

Client projects include:

- The British Philosophical Association: IA, visual design, XHTML & CSS, CMS integration
- University College London, European Social and Political Studies: IA, project management, visual design, XHTML & CSS, CMS integration, documentation, training
- University of Fribourg, AP, Switzerland: visual design, XHTML & CSS
- Simulayt Limited: IA, brand identity, visual design, web development (PHP, MySQL, XHTML, CSS)

2006 - 2007 Webmaster, Zoe Magazine, Italy - www.zoemagazine.net

2003 - 2004 Moderator, Chatmoderators.com, London

2002 - 2003 Editorial Assistant, The Lancet, London

07/01 - 11/01 Copyright Tracker, Copyright Control Services (Netresults), Guildford

Skillset

Approach:	Positive, collaborative, analytical, detail oriented, believer in self education, problem solver, problem definer, creative, passionate, committed
Practice:	UCD, idea generation, information design, information architecture, design strategy, interface design, user research, usability testing (observational, remote, A/B, multi-variant), communication via sketches, wireframes, prototypes.
Tools:	Photoshop, Illustrator, Fireworks, Dreamweaver, Omnigraffle, Office, Balsamiq, IntelliJ(IDEA), Jira, Silverback, pen and paper, post-its, photographs.

Education

01/10 - 03/10	Information Design Short Course, Saint Martin School of Design
1998 - 2000	MA in Philosophy, University College London
1993 - 1997	BA in Business Administration (honours), Bilkent University, Turkey (in English)
1985 - 1993	Sankt Georgs Kolleg, Istanbul, Turkey (in German and English)

Training & workshops

- Future of Web Design 2009 workshops:
 - 'Don't make me struggle - Using information architecture and graphic design to enhance accessibility' by Kath Moonan (AbilityNet)
 - 'Unleashing the power of Art Direction in Web Design' workshop conducted by Miguel Ripoll (Cesser Digital)
- dConstruct 2008 & 2009

References available on request