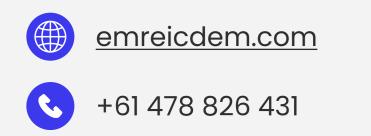
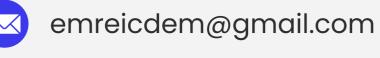
emre icdem

UX Design UX Research Product Design Service Design Architecture







Istanbul/Turkey, Melbourne/Australia



I design user-centred digital and physical spaces. With a background in architecture, I have a keen eye for the aesthetics of the spaces I create. Whether it's a website or a building, my focus is always on the user's experience and how to make it as seamless and enjoyable as possible. As an award-winning Australian designer, I am always exploring new territories, both in design and across different parts of the world.

Skills

UX Research, UI Design, Service Design, Design thinking, Design Strategy, Omni-channel approach, Presenting solutions to stakeholders, Usability Testing, Artefact Creation, Visual Design, UI Design & Interactive Prototyping, Design Systems, Figma, Wireframing, Cross-functional Collaboration, Attention to detail, Design documentation, DEV Handover, Q&A Testing

Experience

Dec 2024 - March 2025 Melbourne, Australia

UX Designer **OptimizeLabs**

- Al automations to optimize small businesses
- Conducted user research



- Multi-channel approach including website, pdf, emails and social media
- Wireframing, UI Design, content creation with AI, User testing and design iterations

UX Designer Music Health.ai

Vera App - Music for Dementia Care

- Lead UX and UI design process
- Created design system, UI Design for tablet and mobile, Interactive prototyping
- Content creation for product launch including animations, product videos, app store images
- Handover to Dev team, detailed design documentation, QA testing, Product Launch process

Lullaby.ai - Music app for mothers and pregnant women

- Lead UX and UI Design process
- Conducted extensive user research using competitive analysis, user interviews, empathy maps, user journey and experience maps
- Created artefacts such as persona, user flows and created a design system
- High-fidelity interactive prototype with animations
- Conducted usability testings and iterated the design

Vibe DNA Music Assessment - Sennheiser + Vivid Festival Sydney 2024

- Lead UX and UI Design process
- Creating artefacts such as experience maps, visitor journey and conducted competitive analysis
- UI Design and Design System, High-fidelity interactive prototype and animations
- Handover to Dev team, detailed design documentation, QA testing
- On-site setup and installation, testing

Vera App - SaaS Migration

- Lead UX and UI Design process
- Managing stakeholders and whiteboarding sessions
- Conducted product analysis, product testing, user interviews, competitive analysis
- Created artefacts such as ecosystem maps, relationship maps, personas, user journeys, user flows
- UI Design, designed high-fidelity interactive prototypes
- Usability Testing, interviews and testing reports

Education

Oct 2023 - Nov 2024 Melbourne, Australia

Jul 2023 - Sep 2023 Melbourne, Australia

Dec 2022 - Jun 2023 Melbourne, Australia

Sep 2022 Melbourne, Australia

Jul 2009 - Nov 2010 Vienna, Austria

Sep 2004 - Jun 2009 Istanbul, Turkey Service Design IxDF - Interaction Design Foundation

How to Design Integrated Services Distinction: Top %10 in Class

UX Design General Assembly Australia

User Experience Design - Immersive Flex Course

Foundations of UX Design Google - Coursera

Master of Science, Architecture University of Applied Arts Vienna <<die angewandte>>
Urban Strategies Post-Grad "Excessive" Program
Honours/Distinction

Bachelor of Architecture Yildiz Technical University
Faculty of Architecture

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Software

Figma, Figjam, Adove XD, Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro, After Effects, InDesign), Miro, Notion Rhinoceros (3D), Maya (3D), Lumion (Visualisation)

Architecture | Work Experience

May 2021 - Present Melbourne, Australia

Jan 2017 - Jun 2023 (6.5 years) Melbourne, Australia

Director & Owner emreicdem design

- Client presentations and communications
- Preparing visual artefacts for presentation, conceptual diagrams
- Design research and brainstorming sessions with clients
- Designing and setting the design direction for each project
- 3D models, architectural visualisations and animations
- House renovations and interior design

Design Lead himmelzimmer

- Client presentations, collaborations with stakeholders and other professionals (engineers, landscape designers, lighting designers, builders)
- Preparing visual artefacts for presentation, conceptual diagrams
- Designing and setting the design direction for each project
- 3D models, architectural visualisations and animations, Designing for VR experience / Oculus
- Design research and brainstorming sessions
- Preparing visuals for marketing and social media, Preparing company presentations, lectures

Design Consultant emreicdem design

- Design consultancy for architectural firms including GAD Architecture, Epitome and Tufanlar GYO.
- Client presentations and communications
- Preparing visual artefacts for presentation, conceptual diagrams

Nov 2014 - Nov 2015 (1 year) Hong Kong

Nov 2015 - Nov 2016

Istanbul, Turkey

(1 year)

Aug 2011 - Aug 2014 (3 years) Hong Kong

Awards

2018
Melbourne, Australia

2013 Hong Kong

2011 Hong Kong

2011 Hong Kong • 3D models and architectural visualisations

Senior Architectural Designer Aedas Hong Kong

- Managing design teams for architectural competitions
- Preparing visual artefacts for presentation, conceptual diagrams
- Architectural design and 3D models, coordination for architectural visualisations

Architectural Designer 10 Design Hong Kong

- Architectural design and 3D models
- Preparing visual artefacts for presentation, conceptual diagrams
- Coordination for architectural visualisations

Winner Australian Timber Design Awards

The Arena, Himmelzimmer Winner - Furniture & Joinery Category Finalist - Rising Star Category, Chris Mugeli and Emre Icdem Top 3 - Timber Panels Category

Merit Award HKIA - Cross Strait Architectural Design Award

- The Fujian Professional Photonic Technical College, 10 Design Hong Kong
- Merit Award for Unbuilt Project AlA Hong Kong Honors & Awards Dalian Library - 10 Design Hong Kong

Ist Prize Dalian Planning Bureau, China

Dalian Library International Design Competition - 10 Design Hong Kong

To see complete list of awards, please visit: <u>https://www.emreicdem.com/about</u>



2019

Melbourne, Australia

2016

Istanbul, Turkey

2010

Vienna, Austria

2009

Istanbul, Turkey

Studio Leader (Architecture)Monash University MADABachelor's Degree / Year 2 - Architectural Design Studio (Codes of Journey)Guest Lecturer (Architecture)Yildiz Technical University

Bachelor's Degree / Year 3 - Architectural Design Studio

Assistant Tutor (Architecture) University of Applied Arts Vienna <<die angewandte>> Urban Strategies Post-Grad "Excessive" Program

Tutor (Architecture) Yildiz Technical University Bachelor's Degree / Year 1 - Architectural Design Studio

