



Summary

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

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| <div>Dec 2024 – March 2025</div> <div>Melbourne, Australia</div> | <div>● UX Designer OptimizeLabs</div> <div><ul style="list-style-type: none">AI automations to optimize small businessesConducted user researchMulti-channel approach including website, pdf, emails and social mediaWireframing, UI Design, content creation with AI, User testing and design iterations</div> |
| <div>Oct 2023 – Nov 2024</div> <div>Melbourne, Australia</div> | <div>● UX Designer Music Health.ai</div> <div><div>Vera App – Music for Dementia Care</div><div><ul style="list-style-type: none">Lead UX and UI design processCreated design system, UI Design for tablet and mobile, Interactive prototypingContent creation for product launch including animations, product videos, app store imagesHandover to Dev team, detailed design documentation, QA testing, Product Launch process</div><div>Lullaby.ai – Music app for mothers and pregnant women</div><div><ul style="list-style-type: none">Lead UX and UI Design processConducted extensive user research using competitive analysis, user interviews, empathy maps, user journey and experience mapsCreated artefacts such as persona, user flows and created a design systemHigh-fidelity interactive prototype with animationsConducted usability testings and iterated the design</div><div>Vibe DNA Music Assessment – Sennheiser + Vivid Festival Sydney 2024</div><div><ul style="list-style-type: none">Lead UX and UI Design processCreating artefacts such as experience maps, visitor journey and conducted competitive analysisUI Design and Design System, High-fidelity interactive prototype and animationsHandover to Dev team, detailed design documentation, QA testingOn-site setup and installation, testing</div><div>Vera App – SaaS Migration</div><div><ul style="list-style-type: none">Lead UX and UI Design processManaging stakeholders and whiteboarding sessionsConducted product analysis, product testing, user interviews, competitive analysisCreated artefacts such as ecosystem maps, relationship maps, personas, user journeys, user flowsUI Design, designed high-fidelity interactive prototypesUsability Testing, interviews and testing reports</div></div> |

Education

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| <div>Jul 2023 – Sep 2023</div> <div>Melbourne, Australia</div> | <div>● Service Design IxDF – Interaction Design Foundation</div> <div>How to Design Integrated Services Distinction: Top %10 in Class</div> |
| <div>Dec 2022 – Jun 2023</div> <div>Melbourne, Australia</div> | <div>● UX Design General Assembly Australia</div> <div>User Experience Design – Immersive Flex Course</div> |
| <div>Sep 2022</div> <div>Melbourne, Australia</div> | <div>● Foundations of UX Design Google – Coursera</div> |
| <div>Jul 2009 – Nov 2010</div> <div>Vienna, Austria</div> | <div>● Master of Science, Architecture University of Applied Arts Vienna <<die angewandte>></div> <div>Urban Strategies Post-Grad "Excessive" Program Honours/Distinction</div> |
| <div>Sep 2004 – Jun 2009</div> <div>Istanbul, Turkey</div> | <div>● Bachelor of Architecture Yildiz Technical University</div> <div>Faculty of Architecture</div> |

Software

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

Architecture | Work Experience

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| May 2021 – Present Melbourne, Australia | <ul style="list-style-type: none">● Director & Owner emreicdem design<ul style="list-style-type: none">• 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 |
| Jan 2017 – Jun 2023 (6.5 years) Melbourne, Australia | <ul style="list-style-type: none">● Design Lead himmelzimmer<ul style="list-style-type: none">• 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 |
| Nov 2015 – Nov 2016 (1 year) Istanbul, Turkey | <ul style="list-style-type: none">● Design Consultant emreicdem design<ul style="list-style-type: none">• Design consultancy for architectural firms including GAD Architecture, Epitome and Tufanlar GYO.• Client presentations and communications• Preparing visual artefacts for presentation, conceptual diagrams• 3D models and architectural visualisations |
| Nov 2014 – Nov 2015 (1 year) Hong Kong | <ul style="list-style-type: none">● Senior Architectural Designer Aedas Hong Kong<ul style="list-style-type: none">• Managing design teams for architectural competitions• Preparing visual artefacts for presentation, conceptual diagrams• Architectural design and 3D models, coordination for architectural visualisations |
| Aug 2011 – Aug 2014 (3 years) Hong Kong | <ul style="list-style-type: none">● Architectural Designer 10 Design Hong Kong<ul style="list-style-type: none">• Architectural design and 3D models• Preparing visual artefacts for presentation, conceptual diagrams• Coordination for architectural visualisations |

Awards

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| 2018 Melbourne, Australia | <ul style="list-style-type: none">● 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 |
| 2013 Hong Kong | <ul style="list-style-type: none">● Merit Award HKIA – Cross Strait Architectural Design Award The Fujian Professional Photonic Technical College, 10 Design Hong Kong |
| 2011 Hong Kong | <ul style="list-style-type: none">● Merit Award for Unbuilt Project AIA Hong Kong Honors & Awards Dalian Library – 10 Design Hong Kong |
| 2011 Hong Kong | <ul style="list-style-type: none">● 1st Prize Dalian Planning Bureau, China Dalian Library International Design Competition – 10 Design Hong Kong |

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

Teaching

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| 2019 Melbourne, Australia | <ul style="list-style-type: none">● Studio Leader (Architecture) Monash University MADA Bachelor's Degree / Year 2 – Architectural Design Studio (Codes of Journey) |
| 2016 Istanbul, Turkey | <ul style="list-style-type: none">● Guest Lecturer (Architecture) Yildiz Technical University Bachelor's Degree / Year 3 – Architectural Design Studio |
| 2010 Vienna, Austria | <ul style="list-style-type: none">● Assistant Tutor (Architecture) University of Applied Arts Vienna <<die angewandte>> Urban Strategies Post-Grad "Excessive" Program |
| 2009 Istanbul, Turkey | <ul style="list-style-type: none">● Tutor (Architecture) Yildiz Technical University Bachelor's Degree / Year 1 – Architectural Design Studio |