emre icdem

I UX Design | UX Research | Product Design | Service Design | Architecture



emreicdem@gmail.com



linkedin.com/in/emreicdem/



+61 478 826 431



Australian, Turkish



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

May 2025 - Current Istanbul, Turkey (Remote)

UX Designer NicEye Group

ViStream - Live Streaming Platform

- Web Design of live streaming platforms for Pharma companies (Pfizer, AstraZeneca, GSK, Viatris...)
- Design Systems, Styles, Component Library, UI Patterns
- Product Analysis, User Flows
- UI Design for Mobile and Desktop

Dec 2024 - March 2025

UX Designer OptimizeLabs

Melbourne, Australia

- 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

Oct 2023 - Nov 2024

Melbourne, Australia

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

Jul 2023 - Sep 2023 Denmark (Remote) Service Design IxDF - Interaction Design Foundation

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

Dec 2022 - Jun 2023 Melbourne, Australia

UX Design General Assembly Australia

User Experience Design - Immersive Flex Course

Sep 2022Melbourne, Australia

Foundations of UX Design Google - Coursera

Jul 2009 - Nov 2010

Vienna, Austria

Master of Science, Architecture University of Applied Arts Vienna <<die angewandte>>

Urban Strategies Post-Grad "Excessive" Program Honours/Distinction

Sep 2004 - Jun 2009

Bachelor of Architecture Yildiz Technical University

Istanbul, Turkey Faculty of Architecture

Software

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

Architecture Work Experience

May 2021 - Present

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

Jan 2017 - Jun 2023

(6.5 years)

Melbourne, Australia

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

Nov 2015 - Nov 2016

(1 year)

Istanbul, Turkey

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
- 3D models and architectural visualisations

Nov 2014 - Nov 2015 (1 year)

Hong Kong

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

Aug 2011 - Aug 2014 (3 years)

Hong Kong

Architectural Designer 10 Design Hong Kong

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

Awards

2018

Melbourne, Australia

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

2011

Hong Kong

Merit Award HKIA - Cross Strait Architectural Design Award

The Fujian Professional Photonic Technical College, 10 Design Hong Kong

Hong Kong

Merit Award for Unbuilt Project AIA Hong Kong Honors & Awards

Dalian Library - 10 Design Hong Kong

2011 Hong Kong

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

2019

Melbourne, Australia

Studio Leader (Architecture) Monash University MADA Bachelor's Degree / Year 2 - Architectural Design Studio (Codes of Journey)

2016

Istanbul, Turkey

Guest Lecturer (Architecture) Yildiz Technical University

Bachelor's Degree / Year 3 - Architectural Design Studio

2010

Vienna, Austria

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

2009

Istanbul, Turkey

Tutor (Architecture) Yildiz Technical University

Bachelor's Degree / Year 1 - Architectural Design Studio