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• **emre** icdem

| **UX DESIGN** • **ARCHITECTURE**

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📍 Melbourne, Australia

Career Profile ↘

I design user-centred physical and digital 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.

Skills ↘

UX Research Methods
Design thinking
Presenting solutions to stakeholders
Usability Testing
Artefact Creation - Visual Design
UI Design
Wireframing & Prototyping
Collaboration
Attention to detail

Tools ↘

Figma/Figjam, Adobe XD
Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Premiere Pro)
Miro, Notion, Maze, Dovetail

UX Design ↘

- **Lullaby.ai /** Music health app for mothers and pregnant women
  Client Project (Group of 3)
  - Conducted extensive user research using competitive analysis, user interviews, empathy maps and user journey maps
  - Created artefacts such as persona, user flows and created a design system
  - Designed high-fidelity interactive prototype with coloured animations
  - Conducted usability testings and iterated the design
  - Currently in the process of collaborating with the client

- **Tropos /** Archeology and wayfinding app
  Speculative - Passion Project (Individual)
  - Conducted extensive user research using contextual inquiry, competitive analysis, and user interviews
  - Created artefacts such as persona, user flows
  - Used AI technology for image creation
  - Designed a live wayfinding experience using video editing techniques
  - Designed high-fidelity interactive prototype
  - Conducted usability testings and iterated the design

- **The Melbourne Wine Store /** E-commerce website re-design
  Client Project (Individual)
  - Conducted extensive user research using Heuristic Evaluation, competitive analysis, and user interviews
  - Created artefacts such as persona, user flows, site map and information architecture
  - Designed high-fidelity interactive prototype and conducted usability tests
  - Currently in the process of collaborating with developers

- **Public Transport Victoria /** Transport app re-design
  Speculative Project (Group of 4)
  - Team Management
  - Leading the overall of UX design process
  - Conducted a collaborative design studio to sketch ideas
  - High-fidelity interactive prototype integrated to the existing app
  - Usability testing and iterations

Education ↘

- **How to Design for AR / VR**
  Interaction Design Foundation / March 2023 - Current

- **Gamification: How to Create Engaging User Experiences**
  Interaction Design Foundation / March 2023 - Current

- **Service Design: How to Design Integrated Service Experiences**
  Interaction Design Foundation / July 2023 - September 2023

- **UX Design Immersive Flex Course**
  General Assembly Australia / December 2022 - June 2023

- **Foundations of UX Design by Google**
  Coursera / September 2022

- **Master of Science, Architecture / Honours**
  University of Applied Arts Vienna, Austria <<die angewandte>>
  Urban Strategies Post-Grad "Excessive" Program
  Jul 2009 - Nov 2010

- **Bachelor of Architecture**
  Yildiz Technical University, Department of Architecture
  Istanbul, Turkey
  Sep 2004 - June 2009

Work Experience ↘

- **Director & Owner / emreicdem design**
  2021 May - Current (2 years)
  Melbourne, Australia
  - 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
  - UX Design and architecture
  - 3D models, architectural visualisations and animations
  - House renovations and interior design
  - Material research and shop visits with clients

- **Studio Design Lead / Himmelzimmer**
  2017 Jan - 2023 June (6.5 years)
  Melbourne, Australia
  - 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
  - Design research and brainstorming sessions
  - Continuous research on software and emerging tech
  - Designing for VR experience / Oculus
  - Preparing visuals for marketing and social media
  - Preparing company presentations, lectures
  - Managing and updating the company's website

- **Design Consultant / emreicdem design**
  2015 Nov -2016 Nov (1 year)
  Istanbul, Turkey
  - 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

- **Senior Architectural Designer / Aedas HK**
  2014 Nov -2015 Nov (1 year)
  Hong Kong
  - Managing design teams for architectural competitions
  - Preparing visual artefacts for presentation, conceptual diagrams
  - Architectural design and 3D models

- **Architectural Designer / 10 Design HK**
  2011 Nov -2014 Nov (3 years)
  Hong Kong
  - Architectural design and 3D models
  - Preparing visual artefacts for presentation, conceptual diagrams
  - Coordination for architectural visualisation

Languages ↘

English, Turkish
Spanish, German (Beginner)

Awards ↘

- **Australian Timber Design Awards 2018**
  The Arena - Himmelzimmer
  Winner - Furniture & Joinery Category
  Finalist - Rising Star Category, Chris Mugeli and Emre Icdem
  Top 3 - Timber Panels Category
  Melbourne, Australia

- **HKIA - Cross Strait Architectural Design Award 2013**
  The Fujian Professional Photonic Technical College
  10 Design Hong Kong
  Merit Award

- **AIA Hong Kong Honors & Awards 2011**
  Dalian Library - 10 Design Hong Kong
  Merit Award for Unbuilt Project

- **Dalian Planning Bureau - International Design Competition 2011**
  Dalian Library - 10 Design Hong Kong
  1st Prize

- **International Venice Biennale 2010**
  La Biennale di Venezia - Austrian Pavilion
  University of Applied Arts Vienna <<die angewandte>>
  Mechanical Elegance - Project Exhibition

- **International Conceptual Design Competition 2010**
  Team: Steven Ma, Xinyu Wan, San Liu, Emre Icdem
  Taiwan Tower - Taichung, Taiwan
  Honorable Mention

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

Teaching ↘

- **Studio Leader**
  MADA - Monash University 2019 - Bachelor's Degree / Year 2
  Architectural Design Studio (Codes of Journey)
  Melbourne, Australia

- **Guest Lecturer**
  Yildiz Technical University 2016 - Bachelor's Degree / Year 3
  Architectural Design Studio
  Istanbul, Turkey

- **Assistant Tutor**
  University of Applied Arts Vienna, Austria <<die angewandte>>
  Urban Strategies Post-Grad "Excessive" Program
  Vienna, Austria

- **Tutor**
  Yildiz Technical University 2009 - Bachelor's Degree / Year 1
  Architectural Design Studio
  Istanbul, Turkey