

Burcu Boylu

UX Designer

I am a UX Designer with a background in marketing and public relations. I specialize in assisting clients in the retail and lifestyle sector, ensuring a harmonious balance between aesthetics and usability. With a strong love for design and visual arts, I aim to make a positive impact by bringing together design, user experience, and the human perspective.

Experience

Small Business Owner @ Lil&Co Design September 2019- August 2023

- Specialized in the development of products.
- Expertise in managing and optimizing inventory.
- Proficient in creating and implementing marketing strategies.
- Dedicated to providing excellent customer service.
- Skilled in financial management, particularly on Amazon.ca

Marketing Manager @ Aristo Public Relations June 2016- July 2017

- Overseeing multiple brands to ensure consistent representation
- Leading the creation and execution of annual marketing plans
- Analyzing marketing initiatives for data-driven improvements.
- Leading a team to execute successful marketing plans

Brand Manager @ Urban PR October 2015- June 2016

- Coordinated marketing campaigns and events for clients.
- Built strategic partnerships to enhance overall marketing strategies.
- Managed local media relations to maximize brand exposure.
- Specialized in Art, Entertainment, Beauty & Fashion, Luxury Brands

Account Executive @ A&B PR Dec 2013- Oct 2015

- Successful track record in building strong client relationships
- Skilled in developing and implementing effective marketing strategies.
- Consistently exceeds client expectations in marketing initiatives.

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✉ burcuboylu@yahoo.com

Skills

User Experience, User Interface Design, UX Research, Visual Storytelling, User Personas, Empathy Mapping, Wire framing, Design Thinking, Atomic Design System

Tools

Figma
Miro
Photoshop
Indesign
Adobe XD
Illustrator
HTML
CSS
Wordpress

Activities

Interests

Painting, Drawing, Creative Writing, Graphic Design, Pet Adoption Events, Animal Rescue Work

Languages

English
French
Turkish

Education

User Experience (UX) Design

Aug 2023- Apr' 2024

Emily Carr University of Art and Design

Masters, Design and Environments

Sept' 2011- Sept' 2012

Université de Paris 1 Panthéon-Sorbonne, France

Bachelor, Art marketing and communication

Sept' 2009- Sept' 2011

Université de Paris 1 Panthéon-Sorbonne, France

Bachelor, Visual Arts

Sept' 2005- Aug' 2009

Université de Provence, France

Projects

The launch of Christophe Pillet's "Memoria" series for VITRA.

Collaborated closely with the marketing team to develop and implement a comprehensive launch strategy.

The success of this launch underscores my proficiency in project management, collaboration, and creating impactful brand experiences.