+ 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 + UI Design + Service Design
Design thinking
Presenting solutions to stakeholders
Usability Testing
Artefact Creation - Visual Design
UI Design & Prototyping
Collaboration
Attention to detail
Design documentation, DEV Handover

Tools ↘

Figma/Figjam, Adobe XD
Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Premiere Pro)
Miro, Notion
3D Modelling Software (Rhino, Lumion)

Work Experience ↘

UX DESIGN

● **UX Designer - MusicHealth.ai /** Contract (Oct 2023 - present)

<u>Vera App - Music for Dementia Care</u>
- 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

<u>Vibe DNA Music Assessment - Sennheiser + Vivid Festival Sydney 2024</u>
- 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

<u>Vera App - SaaS Migration</u>
- 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
- Handover to Dev team, detailed design documentation, QA testing

● **UX Designer - GA Client Project /** (May 2023 - June 2023)

<u>Lullaby.ai - Music app for mothers and pregnant women</u>
- Lead UX and UI Design process - Team 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
- High-fidelity interactive prototype with coloured animations
- Conducted usability testings and iterated the design

Education ↘

● **Service Design: How to Design Integrated Service Experiences**
Interaction Design Foundation / July 2023 - September 2023
Distinction: Top %10 in Class

● **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 ⬊

ARCHITECTURE

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

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

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

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