

Hilal Ozkaya

Product Designer | UX/UI Enthusiast | Strategist

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EXPERIENCE

Product Designer | Kohl's

2021 - PRESENT, TAMPA, FL

- Led research initiatives such as stakeholder interviews, user interviews, crazy 8s, and journey mapping leading to solving 75% of problems for our users
- Spearheaded UI/UX design for a completely new eco system to allow for flexibility in work processes leading to 84% of merchant offices (42/49) using our ecosystem by Q3 of 2022
- Collaborated with PM and Engineers which lead to defining our MVP and working iteratively on a path forward

Brand Consultant | Freelancer

2017 - PRESENT, TAMPA, FL

- Designed an app for Mastercard which allows consumers to use facial recognition to make online transactions.
- Conducted research & organized findings into presentations to inform brand strategy & creative execution
- Developed various brand marketing initiatives for clients which included conducting competitor research and discovering brand differentiator

Marketing Strategist | Continuity Logic

2015 - 2016, TAMPA, FL & FAIRFIELD, NJ

- Led marketing strategy to ensure consistent communications and campaigns
- Planned multiple events to ensure engagement of target audience
- Managed marketing plans to ensure timelines and budgets were met

Associate, Conferences | Association to Advance Collegiate Schools of Business (AACSB)

2014 - 2015, TAMPA, FL

- Collaborated with various departments to secure sponsorships, manage digital media, and plan conferences
- Researched industry trends & speakers, analyzed data, and developed content
- Analyzed conference results from 200 attendees

PROFILE

I am a product designer driven by the intent to help people and create useful intuitive solutions. I want to solve problems that people aren't aware they need resolved. Using design thinking principles, I understand business problems and how it affects users. Empathizing and understanding my users through empathy mapping, journey mapping, and interviews I can develop solutions which address users pain points while driving business goals forward.

EDUCATION

BrainStation | Diploma User Experience Design

FEB 2021 - MAY 2021, ONLINE

School of Visual Arts Masters in Branding

SEP 2016 - JULY 2017, NYC, NY

University of Tampa Bachelors in Communications

SEP 2008 - MAY 2010, TAMPA, FL