

BESTE HULSKERS

UX / UI DESIGNER

As a **UX/UI Designer**, I specialize in creating digital products that meet the needs of users while aligning with the overall **product strategy**.

With **+10 years of design experience** and 3 years specifically in UX/UI design, my approach to design is driven by a combination of **out-of-the-box thinking** and **creative problem-solving skills**. Feel free to contact me if you're interested in collaborating or exploring potential opportunities.

CONTACT

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AWARDS

Indigo Design Awards 2023 – MIE

- UX, INTERFACE & NAVIGATION
- DIGITAL DESIGN FOR GRAPHIC DESIGN
- DIGITAL TOOLS AND UTILITIES
- INTERACTION DESIGN FOR GRAPHIC DESIGN
- INTERACTIVE DESIGN

Dutch Search Awards 2022 – MIE

- BEST FULL FUNNEL CAMPAIGN
- SOFTWARE & TOOLS

Cannes Lions

- INNOVATIVE GOVERNMENT CAMPAIGN

PROFESSIONAL SKILLSET

- USER RESEARCH & USABILITY TESTING
- USER INTERFACE DESIGN & PROTOTYPE
- PRODUCT STRATEGY
- CREATIVE PROBLEM SOLVER
- OUT-OF-BOX THINKER
- TEAMWORK & COLLABORATION

TOOLS

- FIGMA
- ADOBE ILLUSTRATOR
- PHOTOSHOP

LANGUAGES

- ENGLISH
- TURKISH
- DUTCH (B2)



EXPERIENCE

UX / UI Designer 2022 – Present

KINESSO, AN IPG COMPANY – SAAS MARKETING

I LEAD THE **END-TO-END PRODUCT DESIGN** FOR THE **CREATIVES, CONTENT, AND ACTIVATION CONSOLE** AS PART OF A GLOBAL DESIGN TEAM. MY ROLE INVOLVES **ALL DESIGN PROCESS, UX RESEARCH, UI DESIGN, AND PROTOTYPING**, HELPING MARKETERS AND CREATIVES ENHANCE THEIR CAMPAIGNS. I'VE DESIGNED AND STREAMLINED MULTIPLE TOOLS INTO AN **AWARD-WINNING PLATFORM**, RECOGNIZED BY THE INDIGO DESIGN AND DUTCH SEARCH AWARDS FOR EXCEPTIONAL USER EXPERIENCE AND INNOVATION.

Freelance Designer 2009–2022

AS A FREELANCE DESIGNER WITH OVER 10 YEARS OF EXPERIENCE, I'VE DEVELOPED A DIVERSE SKILL SET IN **GRAPHIC DESIGN, VISUAL DESIGN, AND UI/UX**. I'VE WORKED ON VARIOUS PROJECTS, INCLUDING **PRINT MEDIA, WEBSITES, BRANDING**, AND MORE, WHILE ALSO SHOWCASING MY WORK IN **EXHIBITIONS AND EARNING AWARDS** IN DESIGN COMPETITIONS. MY COLLABORATIONS SPAN LEADING BRANDS ACROSS **MULTIPLE INDUSTRIES**, PROVIDING CREATIVE SOLUTIONS THAT ALIGN WITH BOTH AESTHETIC AND BUSINESS OBJECTIVES.

Graphic Designer – Web Designer 2013

PRINCE GROUP – TOURISM/HOTEL INDUSTRY

I WAS RESPONSIBLE FOR ALL **GRAPHIC/WEB DESIGN** PROJECTS ACROSS VARIOUS COMPANIES UNDER THE PRINCE GROUP, INCLUDING **5-STAR EUPHORIA HOTEL CHAINS, BRISCO TRAVEL, MYRA YACHTS**, AND MORE. MY ROLE INCLUDED WEB DESIGN FOR EACH BRAND, LEADING **PHOTOSHOOTS** FOR MARKETING, DEVELOPING **LOGOS, ILLUSTRATIONS**, AND OVERSEEING THE **PRINT AND PUBLISHING PROCESS**. I ALSO MANAGED THE **SOCIAL MEDIA CONTENT AND STRATEGY** FOR ALL COMPANIES, ENSURING COHESIVE **VISUAL BRANDING AND COMMUNICATION**.

Flight Attendant 2011

SUNEXPRESS AIRLINES

EDUCATION

Bilkent University

Bachelor of Art

GRAPHIC DESIGN,
2005–2011

CERTIFICATIONS

IBM 2023

ARTIFICIAL INTELLIGENCE (AI) DESIGN

Growth Tribe 2022

DESIGN THINKING

IBM 2022

ENTERPRISE DESIGN THINKING

Google Digital Academy 2022

MOBILE EXPERIENCE CERTIFICATION EXAM

Userspots 2021

UX DESIGN BOOTCAMP

Interaction Design Foundation 2020

BECOME A UX DESIGNER FROM SCRATCH

HOW TO CREATE A UX PORTFOLIO

Accenture 2019

DIGITAL SKILLS: USER EXPERIENCE