Merve Uzuner

UX/UI Designer · Art Director

SUMMARY

After years working as an Art Director, I moved into UX/UI design. I'm currently studying web development, building frontend and backend skills alongside a strong foundation in UX/UI principles. I build what I design, using AI-assisted workflows.

CONTACT:

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SKILLS:

Design
UX research · Competitor analysis · Personas · Empathy maps · User journeys · User flows · Information architecture · Sketching · Storyboarding · Wireframing · Prototyping · Design systems · Art direction · Storytelling · User-centred design · Visual design

Build
HTML · CSS · JavaScript · Python · Flask · MySQL · GitHub

Tools
Figma · Claude · VS Code · Canva · Miro · InDesign · SketchUp

Professional
Stakeholder communication · Client presentations · Agile workflow · Project management · Problem solving

EDUCATION:

SAE INSTITUTE LONDON
BA/BSc (Hons) Web Development · Final year

GOOGLE UX DESIGN CERTIFICATE
Coursera · Ongoing

LEVEL 3 DIGITAL MARKETING CERTIFICATE
The Skills Network · London

MIMAR SINAN FINE ARTS UNIVERSITY
BA, Film & TV · Istanbul

LANGUAGE:

- Turkish (native)
- English (fluent)

UX/UI PROJECTS:

DREAMLAB — **Academic Project · Jan – Apr 2026**
UX/UI Designer & Full-stack Developer

- Conducted user research through qualitative surveys and built personas.
- Created user flows, wireframes and high-fidelity prototypes in Figma.
- Ran usability testing and iterated on feedback.
- Built a full-stack web app with HTML, CSS, JavaScript, Flask and MySQL, using Claude Code.

UBAU: TECHNO THIEF — **Academic Project · May – Jul 2026**
UX/UI Designer & Android Developer

- Collaborated with game designers, programmers and web developers in a cross-functional team, using an Agile workflow.
- Created information architecture, wireframes and prototypes in Figma and Figma Make.
- Built two of the app's screens in Android Studio (Java/XML).

PLAYBACK — **Academic Project · Sep – Nov 2026**
UX/UI Designer & Full-stack Developer

- Designed and built an interactive film website using Claude Code.
- Applied on-page and off-page SEO: keyword strategy, XML sitemap and backlinks.

WAITWELL — **Self-initiated Project · Dec 2025**
UX/UI Designer

- Conducted competitor analysis of A&E wait-time tools.
- Created personas, user journeys and user flows for A&E patients.
- Designed high-fidelity mockups in Figma, then set up Figma MCP in Claude and used it to polish the designs further.
- Checked the screens against WCAG accessibility standards.

WORK EXPERIENCE:

FF&E DESIGNER — **2024 – 2025**
Oza Design · Architecture Studio, London

- Specified furniture, finishes and fixtures to meet design choices, function and budget.
- Coordinated with architects, construction teams and production managers.

ART DIRECTOR & SET DESIGNER — **2012 – 2023**
Freelance · London & Istanbul

- Turned creative briefs into visual concepts across various mediums for brands in diverse sectors, including Google, Apple, Starling Bank, Qatar Airways, Deliveroo, Stella McCartney, Nike and London Fashion Week.
- Led sets from first concept to final installation, managing budgets, schedules and resources.