

# Nihat Ince

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Experienced product designer passionate about delivering accessible, user-centred experiences through strong visual design and effective collaboration. Proven expertise in interaction design, prototyping, and developing comprehensive design systems. Demonstrates exceptional adaptability in Agile environments, thriving in collaborative, deadline-driven settings.

**Expertise includes:** Product Design - Design Systems - Responsive Web Design - Mobile Application Design - User Interface Design (UI) - User Experience Design (UX) - Interactive prototyping - UI Animations - Cross-functional Collaborations

## WORK EXPERIENCE

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**Best Buy Canada • Senior UI Designer** Vancouver, BC

Nov 2022 - Feb 2024

- Designed responsive web experiences for various screens and devices, ensuring seamless user interactions.
- Maintained a comprehensive design library featuring components, interaction guidelines, and UI specifications documents, fostering reusability across the entire experience team.
- Collaborated effectively with diverse teams, including designers, experience design leads, practice leads, UX writers, project managers, software development managers, architects, and developers.
- Worked closely with technical teams ensuring designs were feasible and implemented effectively.
- Engaged in community of practice and XD review sessions to foster collaboration in the design process.
- Worked closely with UX designers to conduct remote usability testing and analyze findings to drive iterative design enhancements.
- Participated in on-site visits to distribution centres and stores alongside the experience design team to identify pain points and implement strategies to enhance and optimize the customer experience.

**VRIFY Technology Inc • UX/UI Designer** Vancouver, BC

Apr 2019 - Jul 2022

- Responsible for designing mobile and web experiences.
- Created and managed design components that follow product design standards and can be reused across the product team.
- Organized and maintained design library for product and dev team using Figma.
- Collaborated with other designers, product owners, marketing team and developers to build and iterate meaningful user experiences for various user groups such as guests, members and admins.
- Created user flows, wireframes, screen flows, clickable prototypes, UI animations, MVP and future iterations and responsive designs for various screens and devices.
- Followed IOS and Android guidelines to initiate design facelifts for phone and tablet applications.
- Facilitated design jam and design review sessions. Conducted in-house and remote usability testing and collaborated with the product team to analyze findings. Created and updated 2D and 3D marketing videos.

**Freelance • UX/UI Designer, Communication Designer** Vancouver, BC

Sep 2016 - Aug 2021

- Worked closely with an engineer, marketing manager, and project manager at Megabite Pizza to develop and deploy a new website experience. Created user flows, conceptual diagrams, wireframes and clickable prototype for the website to implement a new ordering system. Designed social media and email marketing content, signages, flyers, posters and wall banners for Megabite Pizza and sister companies such as Pizza Garden and La ruota.

- Designed GETZ Carpooling IOS, Watch OS applications and Landing Page. Created user research, IA maps, user flows, mental model, wireframes, UI animations and interactive prototypes. Designed and Integrated AR interface using After Effects' Motion tracking. Animated car models in Cinema 4D for Watch OS application.
- Created SWOT analysis, and marketing research for HUB Cycling's Bike the Night event. Designed banners and posters for social media accounts such as Facebook and Instagram.
- Developed design solutions for various companies on multiple projects. Worked from discovery to the deployment of websites. Created and updated brand identity packages. Planned and executed digital marketing campaigns. Collaborated with internal and cross-functional teams.

**Light Publishing • Senior Visual Designer, Layout Designer** Istanbul, TR

Feb 2011 – Jul 2016

- Responsible for Interface Design for interactive magazine applications, designing and producing magazines.
- Led the design team for art direction and created layout systems for various interactive magazine applications, magazines and books.
- Directly involved in the development and production of cover concepts, department and feature layouts, photo and illustrator assignments.
- Managed training for new designers and offered continuous guidance and mentorship.
- Reviewed and analyzed printer proofs and provided corrections when needed.

**Media 55 Enterprises • UI, Interactive Designer, Video Editor** Toronto, ON

Apr 2006 – Oct 2010

- Responsible for User Interface Design, Web design, SEO optimization and video production for various companies and non-profit organizations.
- Created brand identity packages.
- Managed video and photo shooting for community concerts, Intercultural events, and cultural festivals.
- Produced interactive DVD menus.
- Edited and produced videos including multi-camera editing and sound design.
- Designed layouts such as newsletters, and brochures. Performed colour correcting of digital images.

## EDUCATION

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- **Vancouver Film School**, Diploma with Honour in Digital Design (UX/UI) – Vancouver, BC
- **Sakarya University**, Computer Science – Sakarya, TR

## PROFESSIONAL DEVELOPMENT

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- **Toastmasters Program**, Communication, Presenting and Coaching – Best Buy
- **Accessibility-First Design Program** – Best Buy

## AWARDS

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- **Design Professionals of Canada – Salazar Award** • Getz – Best Interactive Project, 2019
- **Applied Arts Award** • Getz – Best Application, 2019
- **Vancouver Film School** • Getz – Best Graduate Project/Best Interactive Project and Le Moment – Best Communication Design, 2018

## TOOLS

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- **Design:** Figma, Sketch, Photoshop, Invision, Principle, Illustrator, After Effects, Indesign, HTML/CSS
- **Collaboration:** Figma, MS Teams, Miro, Confluence, Jiro, Asana, Slack, Google Workspace, Keynote, PowerPoint