Kemal Kumru

User Experience Designer
H. Gerhardlaan 23 Rijswijk, Zuid-Holland, 2285XN
T: +31 (0) 6 256 33 786 E: Kemal@kumru.nl

Goals

I work on an array of digital multi-platform projects across research and design. Delivering insights, concepts and beautiful user experiences.

Passionate about making designs of products and services honest and transparent.

Experience

Freelance User Experience Designer, Rijswijk   October 2019 – Present

Tasks and Responsibilities: I focus on what the user needs and expects from your product/Service, Visualizations by means of wireframes, mock-ups and prototypes early in the process as a way to talk with users and stakeholders on requirements.

Principal UX Designer/ UX Lead at NN Group, The Hague   October 2016 – October 2019

Tasks and Responsibilities: Delivering idea flow into the Lab, managing the ideation process and front-end innovation projects to develop a strong pipeline of new service ideas that solve customer problems and exploit new market opportunities.

UX/IxD Designer at NNIP, The Hague   June 2015 – October 2016

Tasks and Responsibilities: Bringing innovative designs, concepts and prototypes to the business about improving online user experience. Supporting business in designing concepts for new initiatives leading to budget commitment. Being part of the delivery of Technology projects and build of an effective and efficient development capability. Translating functional designs into interactive visual designs

User Experience Lead at Baker Hughes, Delft   October 2013 – October 2014

Tasks and Responsibilities: UX-Design of the new and existing JewelSuite, Focus on what the user needs and expects from JewelSuite, Visualizations by means of wireframes, mock-ups and prototypes early in the process as a way to talk with users and stakeholders on requirements.

Deliverables: Persona's, Living UX Document, mock-ups, wireframes.

UX/IxD Designer at KPN, The Hague   January 2013 – October 2013

Tasks and Responsibilities: Design Research, Concept Definition and Interaction Strategies. User Experience; Interface Design.

Projects samples: TV and home entertainment product (IPTV platform); Mobile and fixed telecom convergence product; Home cloud product; Online personal information management product. Products are designed to be integrated with each other to enhance the overall brand experience.

Reviewer at NBD Biblion, Leidschedam   August 2000 – Present

Review recently published books in the field of Interaction Design/ User Experience Design / Sociology / Marketing communication and Psychology for library stock reference.

Representative at The Hague broadcast advisory committee, The Hague   August 2010 – February 2014

Representing the interests of cable subscribers in The Hague.

UX Designer at Xaton, Amsterdam   September 2010 – December 2012

Responsible for overseeing UX Visual Design streams of work ensuring UI & Interaction Design consistency. Deliver and maintain the User Experience principles and UI patterns to ensure a consistent User Experience.

Clients:
Ziggo (mobile and web related applications / Consumer, B2B and B2C), ANWB (web application / Consumer), EDSA (mobile and web related applications / B2B), KPN (web applications / B2B), Comsys (web application / B2B), HPO (mobile application / Consumer), Extrema Outdoor (mobile application / Consumer).

User Experience Consultant at Logica, Rotterdam   March 2007 – June 2010

I advised companies by helping them improve the usability and experience of their "digital" product(s), by researching and understanding the users' needs and then designing to meet and exceed them.

Clients:
T-Mobile,
Tasks included: Translate business cases into requirements and functional specifications using techniques like Use Cases, Users Flows and Wire Frames. Specify web applications with user friendly User Interface & User interaction models. Evaluate, understand and support changing of business processes. Produce feasibility study and functional specifications for changes and projects. Research technical solutions and validate design alternatives through impact analysis. Interact with product management.

ING,
Goal: Building an interactive new mortgage website.
Tasks included: Advisory role, attending (brainstorm) meetings with stakeholders. Compile a list of ideas from stakeholders. Translate business cases into requirements and functional specifications using techniques like Use Cases, Users Flows and Wire Frames. Translating these into clickable storyboards and presenting these to the business. Interact with product management and other business partners.

The Dutch House of Representatives,
Goal: Building an interactive new Youth Tweede Kamer website.
Tasks included: Advisory role and attending (brainstorm) meetings with stakeholders. Compile a list of ideas from stakeholders. Putting a shortlist together for most suitable creative agencies. Writing a pitch to these creative agencies. Attending the pitch presentations.

Tax and Customs Administration,
Tasks included: Translate business cases into requirements and functional specifications using techniques like Use Cases, Users Flows and Wire Frame. Specify web applications with user friendly User Interface & User interaction models. Evaluate, understand and support changing of business processes.

Logica Result,
Tasks included: The Result NL department has asked me to advice it on improving the effectiveness of its Result Portal Pages. Within this framework. I was also asked to check the Results Portal Pages on current information supply as well as user experience of its informativeness. Giving insight into weak and strong points of the Result Pages.
Subtasks: Designing a new GUI for the Result e-learning environment.

Miscellaneous
Tasks included: Information analysis, advisory role, concepting, storyboarding and Interaction design.
- Heineken: produced a short introduction film and presentation.
- Digimeente: concepting and storyboarding for an instructional movie.
- P-direct: concepting, storyboarding instructional movies.
- Inem4u/TomTom: advisory role and graphic design for posters and leaflets.

User Experience Designer at ABN AMRO, Amsterdam   February 2005 – March 2007

Tasks included:
- Further improvement of accessibility and usability of abnamro.nl
- Designing, testing and maintaining interactive models for abnamro.nl,
- Advising and attending intake meetings about new interaction models,
- Reviewing and advising (of) externally created websites / interactive models for abnamro.nl,
- Registration of customer and end user requirements. Then made graphic designs based on this information.

Interaction Designer (internship) at Design Studio Varmland,   Karlstad June 2004 – August 2004

In cooperation with Design Studio Varmland and Swedbank. Improved a credit service for small entrepreneurs by making the service more user-friendly and attractive. To this end, concepts and elaborate prototypes were delivered and presented to Swedbank.

Researcher (internship) at Leiden University, Leiden   February 2002 – July 2002

Actively researched user interface usability of a language exercise program and proposed an alternative (through prototyping) on the basis of the research results.

Education

Msc, Mediatechnology,   2003 – 2005

Graduated in the field of Media Technology (MSc.) at the Leiden Institute of Advanced Computer Science at Leiden University. Thesis "Language Education through an Affective Gaming Environment". An article was presented to the international conference "Persuasive Technology for Human Well-Being", May 2006.

Bsc, Interaction design,   1997 – 2002

Graduated in the field of Interaction Design (BSc.) at t The Hague University of Applied Sciences.

Extra Courses

UX Management, NN Group, 2019
Production Geology, PetroSkills, 2014
Marketing Communication B, SRM, 2009
Intercultural Management, ABN AMRO, Amsterdam, 2006
Requirements Engineering and Management, ABN AMRO, Amsterdam, 2006
Computer visualisation, TU Delft, 2004
Graphic Design, Royal Academy of Art, The Hague, 2004 –2005
Furniture Design, Royal Academy of Art, The Hague, 2004 –2005

Market & Branch Experience

Government
Insurances
Pension
Telecom
Oil & Energy
Media
Banking
Asset Management

Knowledge & Competence

User Experience Design,
Interaction Design,
Information Architecture,
UX Research,
Wireframing,
Prototyping,

Languages

Dutch (Native proficiency),
English (Full professional proficiency),
Turkish (Limited working proficiency),
Arabic (Limited working proficiency).