

Summary

LXD (Learning Experience Designer) with a background in adult education, instructional design, and user experience design, passionate about creating impactful, user-centered e-learning solutions. Skilled in training development, marketing, sales, and project management, with a focus on driving learner engagement and meaningful outcomes. Forward-thinking, with an interest in AI-driven personalization to enhance learner experiences.

Skills & Tools

UX & Learning Design:

UX Design, LX Design, Instructional Design, Experience Design Strategy

Research & Testing:

Market Research, User Research, Persona Creation, Affinity Mapping, Usability Testing

Business & Strategy:

Project Management, Sales, Marketing Planning & Strategy, Personal Branding, Storytelling

Digital Tools:

Figma (Wireframing & Prototyping), Jira, Notion, Slack

Languages:

English: Fluent
German: Fluent
Turkish: Native

Education

MA, Marketing Communications
Bilgi University, Istanbul
2017

BA, Economics
Marmara University, Istanbul
2000

High School
American College Institute, Izmir
1996

Certifications

UX Design, CareerFoundry, 2024
Deutsch C1, TELC, 2022
Public Relations, Istanbul Bilgi University, 2015
Image Consulting, Image Resource Center of NY LLC, 2013
Color Consulting, FIT, NY, 2013

Projects

TOLD Microlearning App for Soft Skills Enhancement

- Designed an e-learning application prototype for soft skill - development, applying the user-centered design and design thinking methodologies.
- Conducted market and competitor analysis, user research, and affinity mapping, leading to actionable insights for design decisions.
- Authored a comprehensive Business Requirements Document, including an Executive Summary, Objectives, Scope, Functional Requirements, and a Delivery Schedule.
- Developed personas, user journeys, site maps, and wireframes, progressing from low- to high-fidelity designs.
- Finalized with an interactive prototype and validated the design through usability testing, ensuring a user-focused, impactful solution.

Imspiro Personal Branding Framework and Website

- Implemented a structured personal branding framework, aligning clients' personal and professional goals with their desired public image.
- Authored and executed the Imspiro Framework, focusing on Appearance, Communication, and Attitudes, enabling professionals to build authentic, impactful personal brands.

Doctor of Change Training Materials and Online Setup

- Developed comprehensive training materials, including presentations, printables, training books, and a participant handbook for workshops.
- Designed and implemented an online consulting setup, equipping the client with a professional-grade system.
- Delivered a seamless setup for delivering workshops and live sessions, enhancing the client's online presence and delivery capabilities.

Kozmos Academy Online Certification Program

- Took over a partially developed training project and transformed it into a comprehensive 8-module, 23-hour online certification program for cosmetologists, beauty advisors, and sales consultants in the luxury cosmetics industry.
- Delivered comprehensive e-learning modules to enhance professional growth and certify participants in essential industry skills.
- Hand-sketched the website layout for Kozmos Academy, providing a clear framework for its digital presence.

Istanbul Bilgi University: Certification Program for Administrative Assistants

- Designed and developed a 4-week certification program based on the Proactive Employee Model, tailored for administrative assistants.
- Collaborated with a subject matter expert to define course objectives and structure a curriculum that combined practical workplace skills with professional growth strategies.

Professional Experience

Freelance Trainer and Workshop Facilitator

2013 – Present | Istanbul, Stuttgart, Online

Engaged with diverse clients to identify learning needs, customizing training in various communication topics, sales, marketing, and personal branding to meet unique learner goals. Developed content and learning activities that empowered clients with practical, applicable skills in personal and professional settings.

Consultant, Imspiro

Sept 2015 – Present | Istanbul, Stuttgart

Established and consulted through a personal branding framework that aligns individual goals with a professional image, guiding clients across industries in refining their personal and professional presence. Developed and implemented the Imspiro Framework, an approach focusing on Appearance, Communication, and Attitudes, helping clients align their authentic personal brand with career aspirations.

English Teacher, Grundschule Pattonville

Sept 2022 – July 2023 | Stuttgart

Taught English to 1st and 2nd-grade students during course and atelier hours as a selective course, creating an engaging, interactive environment that introduced young learners to the basics of English.

Training Coordinator, Kozmos Academy

Jun 2013 – Jun 2018 | Istanbul, Ankara

Coordinated an online certification program for beauty advisors and sales consultants within the luxury cosmetics industry, including e-learning content development, online moderation, and course narration. Transformed a partially developed training project into a comprehensive and impactful learning experience that provided essential industry certifications.

Training Designer & Instructor, Istanbul Bilgi University LLEC

Feb 2017 – Feb 2018 | Istanbul

Designed a certification program for administrative assistants based on the Proactive Employee Model, collaborating with a subject matter expert to structure the curriculum. Enhanced learner experience by developing a 4-week program for the Bilgi University Lifelong Education Center and provided practical workplace skills for administrative roles.

Principal Consultant, Linkage Turkey

Jan 2017 – Dec 2017 | Istanbul

Facilitated the Women in Leadership program for Arcelik-Koc Holding, ensuring high standards for executive development and empowering women leaders in a high-stakes corporate environment.

Board Member, YAZICILAR Industrial Machinery

Jan 2007 – Jun 2016 | Istanbul, Izmir

Launched an Istanbul branch to expand family-owned business operations and bridged relationships with suppliers and distributors.

Training Manager, L'Oréal Turkey

2004 – 2007 | Istanbul

Managed training programs for multiple luxury brands (Biotherm, Helena Rubinstein, Armani, Cacharel etc), bridging sales and marketing insights and spearheading the launch of new products with guidance from L'Oréal headquarters in Paris.

Sales Manager, Sante Kozmetik

2003 – 2004 | Istanbul

Led on-site sales efforts for selective beauty brands (Mavala, Mary Cohr, and J.F. Lazartigue), adding hundreds of new dealers while leveraging the brands' strong reputations to expand market reach.

Commercial Manager, Siemens Turkey

2000 – 2002 | Istanbul

Oversaw bid preparation for energy contracts, collaborating closely with engineering teams to ensure technical precision and compliance.

Volunteer Work

Reading Mentor, Leseohren e.V.

2022 – Present | Stuttgart

Fostered Turkish literacy and language skills in children through engaging book reading sessions.

Small Group Leader and Community Manager, Night Owl Nation (NON)

2022 – 2023 / Online

Led dedicated small groups focused on storytelling skills, organized weekly meetings. Contributed to community management initiatives, designing surveys, onboarding processes, and authoring the Small Group Leader Handbook to support leaders.

Educational Volunteer, Türkiye Eğitim Gönüllüleri Vakfı (TEGV)

2011 – 2016 | Istanbul

Guided elementary children to become self-confident, creative learners, promoting respect for diversity.