

Islam Erkale
+1 604 722 0583
Vancouver, BC, Canada
islamerkale@gmail.com

Portfolio

PERSONAL SUMMARY

UX/UI Designer with **3+** years of experience in user-centered design and digital product development. Specialize in creating intuitive interfaces that enhance engagement and drive conversions. Skilled in end-to-end UX processes (research, wireframing, prototyping, high-fidelity design) with working knowledge of HTML/CSS/JavaScript. Proficient in Figma and Adobe Suite. Experienced in developing accessible digital experiences for fashion and retail sectors. Make data-driven design decisions supported by user testing and analytics. Collaborative team player who delivers brand-aligned solutions that meet business objectives.

EDUCATION

UX/UI Design Certification - Udemy | 2023

Business Communication - Greystone College | 2022

Textile Engineering - University of Suleyman Demirel | 2012–2017

SKILLS

- **UX/UI Design:** UX Research, Wireframing, Prototyping, High-Fidelity Designs
- **Front-End Development:** HTML, CSS, JavaScript (Basic)
- **SEO & Digital Marketing:** Keyword Research, Technical SEO, Backlink Building
- **Tools:** Figma, Sketch, Adobe Photoshop, Balsamiq, Sublime Text, GitHub, Google Analytics, SEMrush, SQL, AI

CERTIFICATIONS

HTML, CSS, and JavaScript for Web Developers - Johns Hopkins University - September 2024

Introduction to Google SEO - University of California, Davis - October 2024

Foundations of Data Science - Google - October 2024

Google UX Design Professional Certificate - Google - July 2024 – September 2024

WORK EXPERIENCE

SaaS Product Designer & Developer (AI-assisted) **IN PLUS ONE (Freelance Project)** **inplusone.com**

June 2024 – Current

- Designed and implemented a full-scale restaurant inventory management system as a SaaS product, handling everything from UX/UI design to cloud deployment.
- Created wireframes, interactive prototypes, and high-fidelity interfaces tailored for restaurant staff and managers.
- Developed AI-assisted code to automate workflows and enhance system functionality; familiar with HTML, CSS, and JavaScript.
- Integrated the system into cloud infrastructure, ensuring secure data storage, backup, and access control.
- Implemented user authentication, role-based permissions, and encryption protocols to safeguard sensitive inventory and sales data.
- Conducted extensive UX testing, gathered feedback from restaurant staff, and iteratively refined the interface for optimal usability.
- Oversaw project lifecycle from concept to deployment, including data analytics dashboards for inventory monitoring and reporting.

Freelance UX/UI Designer – Big Spark Media

January 2024 – Current

- Delivered end-to-end digital design solutions for web and mobile platforms, focusing on improving usability, engagement, and conversion rates.
- Designed responsive websites, dashboards, and landing pages using Figma and Adobe Suite.
- Conducted user research, wireframing, prototyping, and usability testing to ensure data-driven design decisions.
- Collaborated with clients to define brand guidelines, create visually appealing layouts, and present interactive prototypes.
- Managed multiple projects simultaneously, meeting tight deadlines while maintaining high design quality.

IT and Design Website Coordinator – VFW

March 2024 – August 2024

- Led UI/UX design and content management for multiple high-traffic fashion event websites, enhancing visual appeal and functionality.
- Optimized landing pages for improved SEO and conversion rates, using analytics to guide design updates.
- Conducted user testing sessions to identify usability issues and implemented actionable improvements.
- Monitored website analytics, providing actionable insights to the marketing team for audience engagement growth.

Event, Website and Media Assistant – VFW**January 2024 – March 2024**

- Managed dynamic content updates for events, designers, and media to ensure timely and accurate website information.
- Collaborated closely with the design team to maintain consistent brand identity across web and social platforms.
- Optimized website performance, including page speed, mobile responsiveness, and SEO, resulting in increased user engagement.
- Assisted with media uploads, event photography curation, and video content organization.

Product Engineer – Almaxtex (TURKEY)**2024 – March 2024**

- Managed preparation, cutting, and quality control of fabrics for high-profile brands including Nike, Zara, and Tommy Hilfiger.
- Inspected 50,000+ product cuts daily, ensuring adherence to precise specifications and quality standards.
- Prepared detailed production reports to track workflow efficiency and product quality metrics.
- Coordinated with production and design teams to troubleshoot material issues and optimize manufacturing processes.

REFERENCES**Jamal Abdourahman**

+1 (778) 996-2200

Founder of Vancouver Fashion Week