

# MEHMET AYGAR

Sr. Leader UX/UI | Research | Product Design | Digital Strategy

mehmet@aygar.com | 630 936 7155 | www.aygar.com

Sr. hands on leader practice human centered pragmatic design thinking approach. 15 years of experience in research, UX/Design, interaction design, information architecture for many complex web and mobile applications for mostly Fortune companies. Individually contributed and hands on managed local and global UX teams. Created and implemented many UX strategies across digital solutions. Developed personas, user scenarios, experience maps and other essential UX artifacts to deliver best in class experiences used by millions today. Strong digital portfolio and case studies showing User-Centered-Design best practices for some of the below companies.



## **AON, Sr UX/Product Design Lead Consultant, Feb 2020 - Present**

Big Data, interactive dashboards, global investment portal, B2B, fintech, Power-BI reports integration. UX research, concept creation, interactive prototypes, usability testing, iteration and UI design for a \$4Mil/month revenue generating digital experience.

**Process/Methodology:** Pivotal Lab, User Centered Design Thinking | Agile/Scrum. **Tools:** Axure, InVision, Trello, Pivotal Tracker



## **Audi of America, Principal UX/UI Consultant, Dec 2019 - Mar 2020**

Mobile 1st internal facing Audi Experience Portal built around Modern Retail principals. UX research, persona creation, user journey maps, flow diagrams, interactive prototypes, usability testing, iteration and UI Design.

**Process/Methodology:** User Centered Design Thinking | Agile/Scrum. **Tools:** Axure, AdobeXD, Sketch, Trello



## **FormXare, Founder / Principal UX/UI, Jun 2019 - Dec 2019**

Phase II - Designed a cloud based B2B project collaboration and bidding portal that streamline complicated processes and saves thousands of dollars to its users per project. UX research, 4 persona creation, user journey maps, flow diagrams, interactive prototypes, usability testing, iteration and UI Design.

**Process/Methodology:** User Centered Design Thinking | Agile/Scrum. **Tools:** Axure, Visual Studio, Photoshop, Camtasia



## **Brook Furniture Rental, Principal UX/UI Consultant, Feb 2019 - Jun 2019**

Redesigned shopping experiences for B2B and B2C flows using mobile 1st approach that helped the conversion rate increase from 5% to 40%. Also created an elegant design system for multi-channel experiences that uplifted the brand identity to match the new experience.

**Process/Methodology:** User Centered Design, Agile/Scrum. **Tools:** Axure, Snagit, InVision, Slack, Illustrator, Scrummate



## **Allstate, Sr UX Consultant, Dec 2018 - Feb 2019**

Optimized the pattern libraries for the enterprise-wide design system to drive all the products to look and feel consistent through out the Allstate brand. Ran competitive/comparative analysis, created existing inventory, eliminated redundancy, created copy decks and designed interactive prototype.

**Process/Methodology:** User Centered Design, Waterfall. **Tools:** Sketch, Axure, Snagit, Zeplin, Trello, Smaply, Mural, Slack



## **FormXare, Founder / Principal UX/UI/Dev, Jan 2018 - Dec 2018**

Phase I - Created a B2B desktop software experience that has a unique design and engineering functionality that allows companies to complete their projects much faster and easier. UX research, persona creation, customer journey maps, flow diagrams, interactive prototypes, usability testing, iteration, UI design and development.

**Process/Methodology:** User Centered Design, Agile. **Tools:** Axure, Snagit, Trello, AXD, AEM, Visual Studio



## **CVS Health, Sr UX/UI Consultant, Jul 2017 - Jan 2018**

Created an internal facing web application for 5 user types from an existing legacy (DOS Based) desktop software that was extremely complex and difficult to use. UX research, persona creation, customer journey maps, flow diagrams, Hi-Fi clickable prototypes, usability testing, iteration and delivery.

**Process/Methodology:** User Centered Design Thinking, Waterfall. **Tools:** Axure, Snagit, InVision, Photoshop



## **Discover Financial, Sr UX/UI Consultant, Mar 2017 - Aug 2017**

Created an internal facing interactive BI-Dashboard experience for 4 user types that saved the company \$2B a year. UX research, user journey maps, flow diagrams, interactive prototypes and UI design.

**Process/Methodology:** User Centered Design, Waterfall. **Tools:** Axure, Snagit, Photoshop, Splunk



## **SGSCO, Principal UX/UI, Scrum Master Consultant, Sep 2016 - Mar 2017**

Created an online B2B experience that streamlined CPG manufacturers to distribute their product assets and attributes to major eCom platforms much faster and easier. UX, research, persona creation, customer journey maps, flow diagrams, interactive prototypes, usability testing, iteration and delivery. I also unified multiple IP's SGSCO acquired globally.

**Process/Methodology:** User Centered Design, Agile/Scrum. **Tools:** Axure, Snagit, Jira, Photoshop, Camtasia

**Clients:** Amazon, Walmart, Kroger, Meijer, Walgreens, Jewel-Osco.



## **HUB International, Sr UX Consultant, May 2016 - Mar 2017**

Created a B2B2C web based insurance buying experience built for anything rides, flies and floats that allowed HUB branches to become more competitive in the market. Also managed a remote team of UX and creative designers during this end-to-end UX process that included research, interactive prototypes, usability testing and UI design.

**Process/Methodology:** User Centered Design, Agile/Scrum. **Tools:** Axure, Snagit, Jira, Confluence, Photoshop, Illustrator



### **BAI Inc, Principal UX/UI Consultant, Jan 2016 - May 2016**

Created a role based B2B/SaaS Learning Management System experience for 5 user types that helped BAI to provide a much better Learning Management System in the Financial Industry. UX research, persona creation, user journey maps, flow diagrams, interactive prototypes, usability testing, iteration and UI design. Created Hi-Fi interactive prototypes for CE to use as a training as well.

**Process/Methodology:** User Centered Design, Agile/Scrum. **Tools:** Axure, Snagit, Jira, Slack, Confluence, Photoshop



### **Blue Chip Marketing, Director of XD Consultant, May 2015 - Dec 2015**

Provided user experience leadership, identified and developed research programs to enhance understanding of consumer needs, developed and mentored UX talent, led interaction design activities, helped new business development.

**Process/Methodology:** User Centered Design, Agile/Scrum. **Tools:** Axure, Snagit, Illustrator, Photoshop, Jira, Confluence

**Clients:** Celestial Tea, Blue Bunny, Bomb Pop, Fisher Nuts and internal clients.

EXPRESS

### **Express, Sr UX/UI Consultant, Mar 2015 - May 2015**

Researched and designed a B2C native mobile app experience concept with loyalty program and mobile-pay experiences to move conversion rate up to 40%. UX research, persona/customer journey map creation, interactive prototypes and UI Design.

**Process/Methodology:** User Centered Design, Agile/Scrum. **Tools:** Axure, Snagit, Jira, Photoshop



### **STA Digital, Principal UX Consultant, Jul 2014 - Mar 2015**

UX research, architecture and interaction design for various clients. Projects included IoT - Machine Learning, SaaS Insurance Exchange Portal, control dashboard experience for global operations, visual work flow, SaaS Onboarding applications.

**Process/Methodology:** User Centered Design/ Various. **Tools:** Axure, Snagit, Photoshop, InVision, Illustrator, Jira

**Clients:** Lowe's, Cisco, Johnson & Johnson, Step Solutions, D&K, Conuity.

sears

### **Sears, Sr UX Consultant, Jul 2013 - Jul 2014**

Created an independent Auto Service portal with online reservation experience for a Business Spin-Off. Designed tire buying, appliance buying, native mobile layaway, home automation, auto fitment and My Garage experiences that increased the conversion. Flow diagrams, interactive prototypes, usability testing, iteration and UI design.

**Process/Methodology:** User Centered Design, Agile/Scrum. **Tools:** Axure, Snagit, InVision, UXPin, Photoshop, Jira

avanade

### **Avanade, Director of XD, Jan 2013 - Jul 2013**

Global UX Direction, team building and hands on management. Helped establish the customer-centric vision, strategy, and execution of all aspects of the user experience design for all clients. Created training programs creating, helped deal shaping, client pitching, led UX research, architecture and interaction design efforts.

**Process/Methodology:** User Centered Design, Agile/Scrum. **Tools:** Axure, Snagit, Sketch, Slack, Photoshop, Jira

**Clients:** Microsoft, P&G, Baxter, MSG, Kellogg, Vail, Mattress Firm, Pratt & Whitney, Canadian Rails.

GRAINGER

### **WW Grainger, Principal UX Consultant, Dec 2011 - Jan 2013**

Created a set of new experiences that helped add \$2Million of daily revenue via UX architecture, interaction design for various internal facing and B2B and B2C experiences. Creation of design standards and pattern libraries. Helped build teams, hosted internal Axure trainings, created a Design System to help set standards. Helped native mobile and iPad app designs.

**Process/Methodology:** User Centered Design, Waterfall, Agile/Scrum. **Tools:** Axure, Slack, Photoshop, Morae, Jira



### **Walgreens, UX Manager Consultant, Jul 2010 - Dec 2011**

Designed in-store digital experiences for the new store initiatives including Express refill and photo kiosk apps, iPad app for pharmacists and clinicians, community calendar and pharmacy waiting list apps rendered on the jumbotron. Hands on managed the UX for photo business and created web, assisted B2C native mobile and tablet experiences.

**Process/Methodology:** User Centered Design, Waterfall. **Tools:** Axure, Photoshop, Illustrator, Morae, Camtasia



### **Aircell, SR UX Consultant, Jan 2010 - Jul 2010**

Created B2C SaaS mobile app experience that increased the conversion rate from 2% to 8%. Also re-designed online desktop and iPad experiences to enable users purchase a pass via a membership prior to their flights. UX research, flow diagrams, interactive prototypes, usability testing, iteration, UI Design and some FED works.

**Process/Methodology:** User Centered Design, Waterfall. **Tools:** Axure, Snagit, Photoshop, Morae, Dreamviewer

**Clients:** Virgin Air, United Airlines, American Airlines, Canadian Airlines.



### **Symons, Software Development & Digital Product Manager, Jul 2000 - Jul 2009**

Designed various internal facing and B2B engineering/design/estimation software for desktop and mobil that helped add \$15Mil annual revenue. Product ideation, go to market strategies, focus groups, user research, interactive prototyping, style guide creation, team building and hands on management in creating various B2B software, native mobile and web based experiences.

**Process/Methodology:** User Centered Design, Waterfall. **Tools:** Axure, Snagit, Morae, Visual Studio, QuarkXpress, Camtasia, AAE, Adobe Photoshop, Illustrator, Premier

## EDUCATION



METU - BS in Engineering Sciences / Computer Science