



# Doğan Doğanay

UXC | Process Development & Digitalization Senior Specialist

Transforming Everyday Challenges into User-Centric & Friendly Solutions

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Dec 31, 1990

A Fulbright scholar with 15+ years of IT experience in web development, UI/UX design, and data analysis, specializing in the aviation industry. Known for creating user-centered, innovative, and user-friendly digital solutions that solve real-world / operational challenges. A results-driven, collaborative, and reliable team player with a strong work ethic.

To sum up; through my personal and professional journey, I've learned these key things about myself:

- I always place the user at the heart of everything I do.
- I do my best to execute ideas with given constraints, though I enjoy pushing boundaries when possible.
- Winning is important to me, but supporting the team's success often takes precedence.
- While I trust my gut feeling and instincts, I rely on data and solid evidence to guide my decisions.

## PROFESSIONAL BACKGROUND

**Present**  
**Jun 2022**

[2 years 4 months]

### UXC and Digitalization Senior Specialist @ SunExpress Airlines

- Led the design, wireframing, and prototyping of SunExpress Airlines' first successful self-service check-in kiosk, overcoming several previous failed attempts. Modernized passenger check-in process and improved operational efficiency.
- Guided the development of a Ground Operations web app framework based on prior expertise, optimizing processes for operational teams and providing seamless user experiences across various platforms.
- Develop and streamline automated workflows and mobile applications using Microsoft Power Platform & RPA, providing fast and efficient digital solutions for operational teams.
- Design and implement user-friendly operational dashboards in QlikSense, ensuring data is presented clearly to support near real-time decision-making.
- Present findings, use cases, and actionable insights through clear, visually compelling presentations tailored to stakeholders across project groups & departments.
- Leverage data analysis and machine learning models to enhance user-centered design decisions and identify key opportunities for improving operational processes.

**May 2022**  
**Oct 2015**

[6 years 8 months]

### Software Developer & Business Analyst @ TGS (Turkish Ground Services)

- Designed and developed over 10 web applications, contributing to the digital transformation of the organization by establishing an integrated corporate memory.
- Acted as a bridge between development teams and operational staff, conducting comprehensive user needs analysis and translating technical specifications into user-friendly solutions.
- Led the comprehensive redesign of a core business process, encompassing software development, industrial design, and process design, resulting in over ~€400K in annual savings through optimized workflow and improved operational accuracy.
- Regularly facilitated cross-functional meetings to explore new digital opportunities and enhance collaboration between technical and business teams.

**Oct 2015**  
**Jul 2014**

[1 years 4 months]

### Data Visualisation Specialist @ TGS (Turkish Ground Services)

- Consolidated data from disparate operational units to create a comprehensive data pool, which served as the foundation for the enterprise resource planning (ERP) software.
- Designed dynamic daily and monthly reports with intuitive visualizations, enhancing clarity and empowering operational managers to make informed decisions.
- Used innovative visual techniques to represent complex data patterns, ensuring key stakeholders grasped the significance of analytics-driven insights.
- Automated the integration of board meeting presentations with data warehouse sources, streamlining report generation and significantly reducing manual effort.

**Apr 2013**  
**Oct 2012**

[7 months]

### Web Developer @ Bayındır Software

- Developed and optimized dynamic websites with a focus on enhancing user interaction, performance, and accessibility for high-traffic environments.
- Identified and resolved critical issues in existing CMS platforms, resulting in improving functionality and user experience.

**May 2012**  
**Jan 2012**

[5 months]

### Intern (Web Developer) @ TEDx

- Successfully completed an unpaid internship focused on web development by enhancing the public event website, improving user experience and accessibility.
- Managed social media channels for the TEDx Greenville 2012 event, fostering community engagement and effectively promoting event activities.

## EDUCATION

- 2021 - 2022**      **Beykent University, Istanbul - Turkey**  
Master's degree, Management Information Systems, 3.70 / 4.00
- 2012 - 2017**      **Anadolu University, Eskisehir - Turkey**  
Bachelor's degree, Public Administration, 2.51 / 4.00
- 2011 - 2012**      **Greenville Technical Collage, Greenville - SC - USA**  
Fulbright Scholarship Academic Term, Information Technology, 4.00 / 4.00
- 2011 - 2011**      **Parkland Collage, Champaign - IL - USA**  
Fulbright Scholarship Summer Term, English & American History, 4.00 / 4.00
- 2009 - 2012**      **Ege University, Izmir - Turkey**  
Associate's degree, Information Technology, 3.51 / 4.00
- 2005 - 2009**      **Anadolu Technical High School, Kutahya- Turkey**  
High school education, Information Technology, 80.3 / 100.0

## TRAININGS & CERTIFICATES

- In progress**      **Google Digital Marketing & E-commerce Certificate**  
Coursera
- Aug 2024**      **UXC (Interaction Design)**      The Human Mind and Usability  
NN/g (Nielsen Norman Group)      Visual Design Fundamentals  
Persuasive and Emotional Design  
Application Design for Web and Desktop  
Designing Complex Apps for Specialized Domains
- Jul 2023**      **RPA Citizen Developer**  
UI Path Academy
- Jun 2023**      **Advanced SQL Training**  
BT Academy
- Apr 2023**      **Google Data Analytics Professional Certificate**  
Coursera
- Mar 2023**      **Data Literacy (Machine Learning)**  
OptiWisdom - Bilkav
- Jun 2022**      **QlikSense Developer & End-User Training**  
DQ Turkey
- May 2021**      **Certified Ethical Hacker (CEH) Training Course**  
Barikat Cyber Security - Istanbul
- Apr 2021**      **EU GDPR Data Protection Officer Training Course**  
The Time of Management (TTM) - Istanbul
- Jan 2020**      **Cyber Incident Response Team Training**  
The Information and Communication Technologies Authority (BTK) - Istanbul
- Nov 2017**      **Penetration Tester Training**  
Cyber Struggle, Interdisciplinary Cyber Security Studies - Istanbul
- Dec 2016**      **ITIL® Foundation Certificate in IT Service Management**  
PEM Istanbul Project Management A.S. (Proje Egitim Merkezi) - Istanbul

- Dec 2016**      **Business Analysis Techniques Programme**  
PEM Istanbul Project Management A.S. (Proje Eğitim Merkezi)
- Nov 2016**      **IIBA® CBAP®/CCBA® International Business Analysis Certification Programme**  
PEM Istanbul Project Management A.S. (Proje Eğitim Merkezi)
- Jun 2016**      **Microsoft Certified Software Developer**  
Bilge Adam Technology
- Mar 2015**      **Departure Control System 1 & 2**  
Turkish Aviation Academy
- May 2012**      **Community College Initiative Program**  
The United States Department of State, Bureau of Educational and Cultural Affairs - SC, USA
- May 2012**      **Information Technology Study**  
The Director of International Education Center of Greenville Technical College - SC, USA
- May 2012**      **Diversity Training Workshop**  
National Coalition Building Institute - SC, USA
- Feb 2012**      **Google Analytics**  
Google Web Optimizer & Analytics Training - TX, USA
- Nov 2011**      **Model United Nations - Southern Regional**  
Greenville Technical Collage Club Program - SC, USA

## **VOLUNTEERING EXPERIENCE**

- Oct 2022**      **SAT (Special Assistance Team) Leader**  
SunExpress Airlines
- May 2012**      **President's Volunteer Service Award**  
White House Corporation for National & Community Service - Washington DC, USA
- May 2012**      **Certificate of Appreciation**  
Greenville City Council - SC, USA
- May 2012**      **Certificate of Appreciation**  
Diversity Training, National Coalition Building Institute - SC, USA

## **LANGUAGES**

- Turkish**      ——— Native Language
- English**      ——— Fluent - TOEFL iBT ® Score: 96
- German**      ——— Very, very beginner

## **REFERENCES**

References available upon request.

## SKILL SET

### User Experience (UX) Design

- Interaction Design (User flows, wireframes, prototyping)
- Information Architecture (Organizing content for better usability)
- Journey Mapping (User scenarios, context setting)
- Wireframing & Prototyping (Figma, Adobe XD)
- Usability Testing (Remote and in-person)
- Design Thinking (Innovative problem-solving)
- User-Centered Design (Prioritizing user needs)
- Accessibility (WCAG compliance, inclusive design)
- Collaborative UX Design (Cross-functional work with researchers, PMs, and engineers)

### Visual & Graphic Design

- Visual Design Principles (Color theory, typography, layout)
- High-Fidelity Prototypes (Detailed, pixel-perfect designs)
- Attention to Detail (Ensuring consistency in design)

### Data-Driven UX

- A/B Testing (User behavior analysis for feature improvements)
- User Research & Analysis (Gathering insights through surveys, interviews)
- Web Analytics Tools (Google Analytics, user engagement metrics)

### Technical Skills

- HTML5, CSS3, JavaScript (Front-end coding for rapid prototyping)
- C#, Python, SQL (Working with data and analytics)
- Microsoft PowerApps & Power Automate (Automation tools for improving productivity)
- QlikSense, Tableau (Data visualization & presenting UX research insights)

### Collaboration & Project Management

- Cross-functional Collaboration (Working with design, research, and engineering teams)
- Agile Methodologies (Scrum, Lean UX for iterative design)
- Communication & Presentation Skills (Presenting design concepts and status of the projects to stakeholders)
- Project Management (Delivering products in line with business goals)

### Soft Skills

- Empathy & User Advocacy (Focus on empowering users to achieve more)
- Self-Direction & Problem Solving (Navigating ambiguity with confidence)
- Adaptability & Flexibility (Thriving in fast-paced, collaborative environments)
- Critical Thinking & Innovation (Challenging design limitations)
- Growth Mindset (Constantly learning and improving from my mentors and teammates)