



Eliz Fikret
 UX Designer & Researcher | M.Sc. in HCI |
 Explainable AI

elizfikret.com
 linkedin.nl/in/eliz-fikret
 fikreteliz@gmail.com
 +359877631183

WORK EXPERIENCE

Founder CRUX Studio
 Sept 2021 - present | Remote

I founded my own UX design agency and am currently leading a small team of UX designers/researchers.

Lead UX Researcher Bizzdesign
 Aug 2022 - present | Remote

- I set up and now manage our user research repository where all data related to our users is stored, organised and analysed in order to support strategic decision-making
- I continuously lead user research studies, conduct sessions with users and analyse them
- Coach teammates on research best practices

User Experience Designer Bizzdesign
 Sept 2019 - Aug 2022 | Enschede, NL

- I established UX as a discipline and influenced a cultural change towards user-centered design
- Participated in the hiring & growth of the UX team
- Introduced a design system and educated the dev teams on how to work with designers
- Worked with multiple dev teams on the design of new features and conducted usability tests.

Master Thesis in XAI ABB
 Feb 2023 - July 2023 | Stockholm, Sweden

The thesis was part of a large EU initiative on Explainable AI for the industry. My thesis focused on how to design explainable and transparent interactions with intelligent recommendation systems. [Thesis link](#)

UX Designer & Developer TRIMM
 Feb 2019 - July 2019 | Enschede, NL

- I worked on the front end development of Philips MultiOne Lighting configurator.
- Was involved in the user research and design of features for UPC, Victron and Vodafone Ziggo.
- Designed an interactive landing page for Xsens to improve their brand image.

Digital Designer Housing Anywhere
 February 2018 - February 2019 | Remote

Continuously improved the brand and the workflows used within the team. Collaborated with various internal teams for the creation of digital assets.

SKILLS

Research

- | | |
|----------------------|--------------------------------|
| User Interviews | Research planning & design |
| Thematic Analysis | Reports and Presentations |
| Usability Testing | Information Architecture |
| Heuristic Evaluation | A/B Testing |
| Workshops | Analytics |
| Design Sprints | Stat. Analysis (ANOVA, T-test) |

Design

- Wireframes
- User Flows
- Journey Mapping
- User Interface Design
- Prototyping
- Handoff

Coding

- HTML/CSS
- Javascript
- SQL
- Python
- Git

TOOLS

- | | | |
|----------|------------------|---------|
| Miro | Tableau | Maya 3D |
| Figma | AdobeXD | Unity |
| Dovetail | Photoshop | Arduino |
| FigJam | Illustrator | VWO |
| Jira | Jamovi | Hotjar |
| Lookback | Google Analytics | |
| MAXQDA | Google Optimize | |

LANGUAGES

- Bulgarian, Native
- Turkish, Native
- English, Business Fluent
- Spanish, A1
- Dutch, A1

EDUCATION

MSc in Human-Computer Interaction
 Sept 2021 - 2023 | Uppsala University

Some of the courses I completed:

- Measuring and Analysing User Experience
- Artificial Intelligence
- UI Programming I & II
- UX for Intelligent Systems
- Service Design
- Tangible Interfaces
- Computer Vision and Deep Learning
- Medical Informatics
- Smart Healthcare and Applications
- Internet of Things
- Requirements in Agile Development

BSc in Media Technologies HBO Saxion
 2015 - 2019 | Enschede, Netherlands

Focused on Interaction Design, Web Development, 3D and Game Design and Product management.

Cum Laude, GPA: 8,6/10

- Top Talent program from the academy of Marketing and Management (30 ECTS)

Business and IT San Jorge University
 Sept 2017 - Jan 2018 | Zaragoza, Spain

I had a semester abroad where I learned about the design and development of web games, building dynamic web applications, software engineering, international marketing & e-commerce.

Mathematics and Informatics High school
 Sept 2017 - Jan 2018 | Ruse, BG

Majored in Informatics and Mathematics and was a member of the drama club.

GPA: 5.86/6