Andrea Buran,
product design lead,
at your service.

I design and craft digital services and products that help people do things better.

Speak Italian (mother tongue), English (fluent) and a little Turkish (learning in progress).

Over the last ten years, have driven and crafted services and products with industry leaders in automotive, culture, e-commerce, finance, human resources, telco, and tourism.

Product Design Lead, Aug 2019–Present
Product Manager + Product Designer, May 2019–Present
Kolay, Istanbul, Turkey

Kolay is a SaaS startup serving the HR needs of companies and their people and helping more than 1.400 companies and 200.000 users: from small businesses to enterprises.

Product Design Lead
Articulate, share, and back up directional and conceptual decisions. ¶ Facilitate discussions and alignments within *Product*, and with other departments. ¶ Coordinate the work of managers, designers, developers, and testers through sprint cycles. ¶ Set and improve *Product*'s methodologies, processes, and tools. ¶ Mentor and inspire *Product* people, and foster a design culture within Kolay.

Product Manager
Own and follow products and features to ease the work of Kolay's users: from definition to release, and beyond. ¶ Discuss and collaborate with different departments to identify, define, and align on business and product goals, problems, and outcomes. ¶ Conduct quantitative and/or qualitative research to discover and define users' needs, problems, and outcomes. ¶ Be on top of the stream of user feedback by investigating discoveries and framing them as actionable problems. ¶ Interpret, digest, synthesize, and document learnings, insights, and conclusions, and share and champion them with others. ¶ Inform and define product roadmaps, and identify, prioritize, and scope the right problems and opportunities to focus on next. ¶ Coordinate with *Product* and *Development* to scope, phase, and plan the designing and developing of the chosen solutions in sprint cycles. ¶ Support and guide designers, developers, and testers during releases.

Product Designer
Ideate, explore, and define high-level solutions to problems through requirement documents and quick high-level/low-fidelity prototypes. ¶ Choose the right solutions to further refine, and design and detail them iterating from low- to high-fidelity prototypes. ¶ Validate the solutions with users and stakeholders and iterate on them in response to the feedback received. ¶ Define product requirements and acceptance criteria. ¶ Test and ensure the release of high quality solutions. ¶ Set and use Kolay's web and mobile design systems, and maintain and extend them by scaling and iterating on their patterns and components.

Andrea Buran
Designer

Design Lead, Jan 2018–Apr 2019
Senior Visual Designer, May 2016–Dec 2018
I-AM Digital, Istanbul, Turkey

Conceived and designed digital services and products for multiple channels and platforms following a user-centric approach. ¶ Generated, communicated, and discussed strategies, concepts, designs, and rationales, both verbally and visually, with stakeholders and clients. ¶ Translated design strategies and concepts into detailed interaction and visual designs. ¶ Validated designs with users, stakeholders, and clients, and iterated on them from low- to high-fidelity prototypes. ¶ Created comprehensive and cohesive design systems by following an atomic design approach. ¶ Guided fellow team members through the user experience and interface design phases in various projects. ¶ Mentored, coached, and inspired designers by giving constructive feedback, critiques, and food for thought. ¶ Set and improved the studio design processes, methodologies, and tools. ¶ Tailored the design processes to project needs and goals, and evaluated and discussed their requirements, efforts, and risks.

Visual Designer, May 2014–Apr 2016
Fjord, Istanbul, Turkey

Conceived and designed digital services and products for multiple channels and platforms following a user-centric approach. ¶ Generated design strategies and concepts and translated them into detailed interaction and visual designs. ¶ Communicated and discussed research findings, concepts, designs, and rationales, verbally and visually. ¶ Validated designs with users, stakeholders, and clients, and iterated on them from low- to high-fidelity prototypes. ¶ Defined and detailed interaction and visual design documentation and guidelines.

Visual & Interaction Designer, Jul 2009–May 2014
Self-employed, Venice, Italy

Conceived, designed, crafted and developed commercial and self-initiated digital and non-digital communication artifacts, from definition to release and beyond.

Visual & Interaction Designer, Nov 2010–Jul 2012
Wolfgang Scheppe Associates, Venice, Italy

Researched, conceived, designed and developed varied communication strategies, concepts and artifacts, from corporate identities to reports, books, videos, and sites.

EDUCATION

Visual Communication and Multimedia
graduate degree, **110/110 cum laude**, full marks and honors
Oct 2007–Apr 2010, Faculty of Arts and Design, IUAV University of Venice, Italy

Industrial Design (with a focus on communication)
undergraduate degree, **110/110**, full marks
Oct 2004–Nov 2007, Faculty of Arts and Design, IUAV University of Venice, Italy

TALENTS + SKILLS

User-centric approach
Eager to empathize with users to understand their problems, needs, and outcomes. Able to translate business goals in product outcomes and relate them to user outcomes to drive a positive change in user behavior.

Leadership and direction
Well-organized at handling projects from kick-off to release, and beyond. ¶ At ease in guiding, mentoring, coaching, and inspiring fellow team members.

Strategy and concept generation
Strong in generating strategies and concepts in response to users' needs and businesses' goals, and within the requirements and constraints of projects.

Experimental approach
Resort to prototyping to make solutions tangible, validate them with users, stakeholders, and fellow team members, and iterate on them in response to the feedback received.

Cross-platform and device knowledge
Have been crafting applications for multiple platforms (Android, iOS, Web) and devices (mobile, tablet, desktop), adopting the appropriate design principles and patterns.

Design software
Well-experienced in **Keynote**, **Illustrator**, **Indesign**, **Photoshop**, **After Effects**, **Principle**, and **Invision**. ¶ Fond of designing with **Figma**, ~~Sketch~~, and ~~Zeplin~~ lately.

Passion for coding
Love coding and hands-on in front-end web development. ¶ Fluent in **HTML5**, **CSS3**, **SCSS** with a sprinkle of Javascript on the top. ¶ Proficient in XML, XPath, and XSLT.

Andrea Buran
Designer

hello@andreaburan.com
+90 *** *** ****