



# ESMA NUR ERTAY | UI/UX DESIGNER

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## SUMMARY

UI/UX Designer & Frontend Developer with 2+ years of experience in designing complex data-driven applications. Specialized in IoT dashboards, energy monitoring systems, and AI-integrated platforms. Proven track record of delivering cross-platform solutions (Web, iOS, Android) and transforming large datasets into intuitive user experiences.

## WORK EXPERIENCE

### Airlab Technologies • UI/UX Designer 2025-2026

**Airlab Monitoring Project:** Designed end-to-end Web Dashboard, iOS, and Android applications for energy production and consumption monitoring.

**Data Visualization:** Created real-time data visualization tools for monitoring energy systems, facilitating better decision-making for technical users.

### Tarvina Software Technologies • UI/UX Designer 2024-2025

**Emsal CRM & Corporate Maturity Analysis:** Led the digital transformation of complex Excel-based data into modern management dashboards and strategic analysis panels.

**Tarvina (E-Commerce) & Tarvip (Industrial B2B):** Designed 3D product customization flows and user interfaces for industrial marketplace platforms.

### Yazılım.xyz • UI/UX Designer 2024-2026

**Evim App (V1 to V2 Redesign):** Analyzed user pain points in the initial version and led the complete redesign of the mobile experience for real estate agents and seekers.

**User Retention:** Improved app engagement by streamlining search filters and property listing workflows.

## EDUCATION

### Bachelor's Degree in Management Information Systems Present

Anadolu University (Open Education)

### Associate Degree in Child Development Graduate

Ataturk University

## SKILLS

- Tools: Figma (Advanced), AI-assisted design tools, Canva, Jira.
- Technical: React.js, Next.js, Tailwind CSS, HTML5, CSS3.
- Design: Data Visualization, Dashboard Design, Information Architecture, Mobile App Design (iOS/Android).