Richard A. Erdursun

+447576270727

www.oddwalkstudios.com

Mr@richarderdursun.com

Personal Summary:

As an experienced UX/UI and product developer with a Fine Arts background, I bring a passion for digital architecture, AI integration and a proven track record of delivering high-quality work that exceeds expectations. I possess a detail-oriented and deadline-driven approach, combined with creative flair, that allows me to work independently or as part of a team in fast-paced environments and deliver results.

In addition, I am adept at working with cross-functional teams, including developers, designers, and product managers, and have collaborated with them in the past to ensure seamless product development. I am also capable of adapting to new technologies and learning quickly to stay ahead of the curve.

My workflow involves researching design behavior, using agile collaboration, and wireframing to develop ideas, while also considering copyright issues. I possess a strong command of UX architecture and understand the importance of clear UI to engage users and launch highly developed projects. I ensure high consistency, style standards, and have exceptional verbal and written communication skills.

Key Skills and Attributes:

- Proficient in web design with HTML5/CSS3, WordPress/Divi, Shopify, Bootstrap, Jquery/ Javascript, React, Github, and social media platforms.
- Extensive experience in Adobe Creative Suite, including Illustrator, Photoshop, XD, After Effects, InDesign, Dreamweaver, and Figma.
- Directly liaise and consult with clients throughout projects, playing both UX and UI roles, where user experience and functionality are key in all my work.
- Experienced in conducting user research in online surveys and interviews, creating personas, and analyzing data.
- Seasoned in creating sitemaps, user flows, and wireframes.
- Familiar with accessibility design for those with disabilities.
- Fluent in Video/Audio and 3D programs such as Final Cut Pro, Premiere, Logic, Cinema 4D, ZBrush, Houdini, Maya, and Substance Painter, with a history of creating animations and motion graphics.
- Strong knowledge of the history of Graphic/Art, conceptual and contemporary art, design, and fashion.
- Experienced in remote working and have my own workstation.

Personal Attributes:

- Capable of managing multiple projects and deadlines with high attention to detail.
- Competent in both PC and Mac, IOS/Android platforms.
- Ability to work fast and meticulously, with a creative problem-solving mindset and a can-do attitude that thrives on challenges.
- Excellent communicator who can confidently articulate and visualize ideas to clients.

Overall, my exceptional skills in UX/UI and product development, combined with my ability to work with cross-functional teams, adapt to new technologies, and learn quickly, make me an asset to any organization. I am excited to join a team of professionals who share my passion for quality, innovation, and design.

Work Experience

UX/ UI Consultant- Evolve4- Remote   **2023 Sept - Present**

- Redesigning an AI integrated ERP system for the leading supplier of food production & distribution software under Hilton Foods internationally used for companies such as Amazon, Tescos, Starbucks, Sainsburys.

UX/ UI Consultant- Hill + Knowlton Strategies- Remote   **2023 May – 2023 Aug**

- Designing an AI PR interface Software for use by Adidas, Activision and many more companies.

Product Developer- PAM Health Ltd - Warrington, UK/ Remote   **2022 Dec – 2023 May**

- Lead product developer in marketing, UX/UI, re-branding and e-commerce sales analytics
- Shopify and Orderwise API integrations

UX/UI Designer- Adviser Plus - Ellesmere Port, UK/ Remote   **2022 July - Dec**

- Enhanced internal HR management software for clients such as Barclays, BT, Vodafone, Wickes, BBC, Currys, Royal Mail, United Utilities as UX/UI head
- Worked on SAAS product with developers, BAs, and product developer with various departments

Senior Designer- Pinnacle - Gatwick, UK   **2021 March -2022 March**

- Redesigned internal interface to optimize for the Marketing, Design, and Estimation departments managing teams of up to 15 designers
- Dealt with clients in engagement meetings, Interaction Design, and developing ERP system integration

UX Designer-The Earth Thing - Manchester/Jordan   **2021 Nov -2022 Feb**

- Created cosmetics website, branding, wireframing with Figma
- Optimized UX for ecommerce via CRO and SEO, WooCommerce/ Shopify switch
- Analyzed data with Helium
- Utilized email marketing with Mailchimp and channeling via Ebay, Amazon, Etsy

UX/UI Designer-Holmes Terry - Shudehill, Manchester   **2021 May - October**

- Redesigned commercial property letting site and created internal custom back-end unit UX/UI pages with 3D model flythroughs and panoramas
- Optimized search and performed user testing using Adobe XD

Lead Designer/ Team Manager Card Guard Gallery - Las Vegas, USA Remote   **2021 Feb - May**

- Migrated from Windows to Linux to WordPress using MySQL database
- Customized PHP extraction of a large database set and rebranded and prototyped with Figma and adobe apps.
- Liaised between sponsors and developed user experiences
- Managed a team in Delhi, India

UX Designer- 3D Future Design - Wilmslow, UK   **2020 Dec - 2021 Feb**

- Created branding, design, and social media for Shopify
- Conducted face-to-face client consultancy and delivered presentations
- Conducted market research to match clients' expectations using target audience feedback and wireframe delivery
- Utilized contemporary UX and UI trends

CAD Revit Designer/ Technician- Klick Technology - Manchester UK   **2018 June - 2021 March**

- Created bespoke 3D models and families, building plans & high-quality 3D renders to win sales bids for industrial, school, laboratory, and hospital interiors
- Drew schematics, MEP points, and coordinated with onsite project managers and external contractors

UX/UI Consultant- Freelance - UK/USA   **2016 July - 2018 May**

- Consulted development, prototyping, and development coordination for Museums, and hospitality industries

3D Phonetics Print Team Leader - Factory Create Animation - Altrincham, UK   **2016 Sep - 2018 May**

- Worked on puppets for Newzoids ITV show in Israel, contract
- Worked on Nickelodeon Kids Show Beccas Bunch, contract
- Worked on Universal Studios' first children's TV show and channel, Norm Picklestripes, contract

Graphic Designer - Downtown LA, California USA   **2013 Jan - 2016 April**

- Designed digital publications for hard copy and print and created typography for logo branding
- Utilized multiple softwares to finesse projects and advertised products
- Designed websites for both UI and UX, and met deadlines with various institutions

Academic Qualifications

2012 – 2013 Academy of Entertainment and Technology, Santa Monica, California

2007 – 2010 California Institute of the Arts (CALARTS), Valencia, California

2005 – 2007 Trafford College

2000 – 2005 Manchester Grammar School