BLEDA TÜNAY

User Experience & User Interface Designer - Product Designer - Technical Designer - Technical Artist - Game Designer

INFO

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EDUCATION

Middle East Technical University
Game Technologies (MS)
CGPA: 3.79/4.00

Bilkent University
Graphic Design (BA)
CGPA: 3.40/4.00

LANGUAGES

- Turkish (Native)
- English (Bilingual)
- German (B1)
- Italian (A1)

DESIGN EXPERTISE

- Wireframing & Prototyping
- Usability Testing
- Customer Journey Mapping
- Documentation
- Information Architecture
- Design Thinking
- User Persona Development
- Design Systems
- Feedback Incorporation
- Onboarding Optimization
- Product Dashboards
- Stakeholder Collaboration
- Cross-Disciplinary Operation
- User Research & Analysis
- Trend Analysis
- Data Integration & Messaging
- Regulatory Compliance
- Conflict Resolution

ABOUT

I am a seasoned UI/UX designer with 10 years of experience in the games industry, with contributions to multiple successful AA and AAA projects across various platforms. My multidisciplinary expertise spans technical design, technical art, and game design in addition to my UI/UX focus, allowing me to bridge the gap between creative vision and technical execution seamlessly.

Throughout my career, I have honed a comprehensive understanding regarding proficiencies in soft skills such as team collaboration, communication, and problem-solving and hard skills encompassing advanced software tools, design principles, and technical implementation, to ensure efficient and effective project development. I thrive in dynamic, fast-paced environments and am passionate about creating engaging, intuitive user experiences that elevate gameplay and delight players.

WORK EXPERIENCE

Chimera Entertainment | Munich, Germany | March 2022 - April 2024
Senior UI/UX Designer

Led the design and implementation of user experience & interface research, design, prototyping, testing and implementation for a diverse portfolio of AAA games for 2K Games and Netflix Games, as well as providing technical design and technical art support whenever needed.

Songs of Silence | AAA, Original IP, Grand Strategy for PC / Consoles

- Menus: Designed an accessible main menu that adapts seamlessly across multiple platforms, ensuring a consistent user experience for all players.
- Options Menu: Developed a comprehensive options menu for customizable gameplay settings, including controls, audio preferences, and visual adjustments.
- Save/Load Menu: Implemented an efficient save/load system with clear file management.
- Resource Management UI: Designed an intuitive interface for efficient resource allocation and monitoring, enabling players to make informed strategic decisions.
- Codex Menu: Developed a comprehensive codex for lore, units, and gameplay mechanics.
- Army Management: Developed units management systems and interfaces with responsive health, morale, and formation feedback in an organized manner.
- Gameplay Map: Built a zoomable map with contextual pop-ups for strategic planning.
- Multiplayer Lobby: Developed a user-friendly lobby with matchmaking options.
- Quest Tracker: Implemented a quest tracker with clear objectives and milestone indicators.

Shadow & Bone: Enter the Fold | AAA, Netflix Games, FRP for Mobile

- Menus: Designed immersive menus that reflects the book and TV show aesthetics of the IP, providing intuitive accesses to all game features.
- Character / Chapter Selection Screens: Developed an engaging selection process, allowing players to choose their avatars and chapters, enhancing the narrative experience.
- Storytelling Interface: Created a narrative-driven interface that presents dialogue choices and lore seamlessly, enhancing player immersion.
- Minigames Interfaces: Built intuitive interfaces for a wide variety of minigames, ensuring smooth interactions and engaging minigames experiences.
- Quest Journal: Implemented a quest journal that tracks player progress with clear primary and optional objectives as well as lore integration and tracking.
- Exploration Map: Designed a visually rich exploration map with informative and clear elements that guide players through the game's worlds.
- Options: Crafted an options menu with controls, graphics, audio and localization settings.

XCOM Legends | AAA, 2K Games, TB-RPG for Mobile

- Character Roster: Created intuitive characters formation, summoning and fusing screens.
- Battle Interface: Developed battle interface with skill buttons, indicators, and battle info.
- Inventory System: Built various inventory screens with categorized sorting and item access.
- Quest Tracker: Implemented a quest trackers with various timed tasks and objectives.
- Modules: Designed a modular system providing players easy access to various game modes, including campaign, PvP arena, features and events.
- In-App Store: Developed in-app purchase interfaces, enhancing user monetization.

DESIGN TOOLS

- Figma
- Unity
- Illustrator
- Photoshop
- AfterEffects
- G-Suite
- InVision
- Premiere
- Miro
- InDesign
- Axure
- Unreal
- Machinations
- Twine
- Construct
- Audition
- Krita
- Blender

FRAMEWORKS

- Jira
- Confluence
- Slack
- Trello
- ClickUp
- Discord
- Asana
- Git
- Visual Studio
- C#
- HTML/CSS
- JavaScript
- Python
- Bash

TECHNIQUES

- KPI Analysis
- SWOT
- A/B Testing
- Heuristic Evaluation
- Contextual Inquiry

REFERENCES

- **Christian Kluckner**
  (Managing Director & Co-Founder, Chimera Entertainment)

- **Tom Fiedler**
  (Head of Design, Chimera Entertainment)

- **Sergej Kari**
  (Prinpical UX Designer, Chimera Entertainment)

- **Marek Brzozowski**
  (Studio Instructor & Illustrator, Bilkent University)

- **Burkay Özdemir**
  (CEO & Head of Design, MildMania)

Livey | Reykjavik, Iceland | December 2021 - April 2022
Lead UI/UX Designer
Lead the design of a live streaming platform for music and sports content creators, I managed every aspect of the UI/UX design, from conceptualization to final implementation, to deliver an engaging and monetizable user experience.

Livey | Web service, Independent Streaming Platform

- User Registration: Developed a seamless registration process with secure payment options, enabling quick user onboarding for subscriptions.
- Streaming Interface: Designed an intuitive streaming interface with adaptive bitrate streaming and chat features for real-time viewer interaction.
- Content Discovery: Implemented robust content discovery tools, including personalized recommendations and searchable categories, to enhance user engagement.
- Creator Interface: Built a user-friendly creator interface for managing streams, monetization options, and viewer analytics to support content creators.

MildMania | Ankara, Turkey | September 2020 - March 2022
Senior Game & UX Designer
I was responsible for the design of multiple AA games on mobile and Roblox platforms, overseeing comprehensive UX and game design tasks to ensure engaging and balanced gameplay experiences.

Mayor Match | AA, Rollic Games, Match-3 Game for Mobile

- Competitor Research: Analyzed top match-3 games to identify key features and engagement strategies.
- Overall UX: Created intuitive UI/UX with clarity focus to boost player retention.
- Live Services: Designed live service features like daily challenges and seasonal events.

PolyBattle | AA, Moonlight Interactive, FPS for Roblox

- Game Mechanics: Optimized controls UX for intuitive interactions and gameplay flow.
- Multiplayer Experience: Streamlined the complex matchmaking, loadout selection and customization displays for a smooth, accessible and engaging multiplayer experience.

Shoot Out! | AA, Gamefam, FPS for Roblox

- Audience Research: Analyzed Roblox audience preferences and trends for tailored designs.
- Live Services: Managed seasonal events and community challenges.

Creasaur Entertainment | Ankara, Turkey | March 2018 - January 2019
Product & Game Designer
I was handling the overall design of a premium AA game, while giving UX & game design support across multiple F2P projects of the company.

Luca: The Dreamer | AA, 2D Puzzle Platformer for Mobile

BADUKA | F2P, Puzzle for Mobile

pliq | F2P, Puzzle for Mobile

Pixofun | Ankara, Turkey | February 2016 - September 2017
UI/UX Designer & Technical Artist
I was responsible for the UI/UX design and technical art / implementation of assets in multiple serious game projects for major outside companies and their personnel education needs.

Next, Please! | Serious Game, FRP for PC

IsVille | Serious Game, Turn-Based Strategy for Mobile

QuizGame | Gamification, Trivia-Quiz for Mobile

Telco Tycoon | Serious Game, RTS for PC/Browsers

METU ATOM | Ankara, Turkey | August 2014 - January 2015
Junior UI/UX Designer
Contributed in shaping the user experience and designing the user interface of several small-scale mobile and web games, marking a pivotal step in career development within the games industry.

Radio Bilkent | Ankara, Turkey | November 2010 - February 2012
Producer & Graphic Designer
Orchestrated program planning, guest coordination, broadcast scheduling, and designed visually compelling promotional materials, logos, and digital assets.