

ZUHAL AKAY

UX/UI DESIGNER & DIGITAL SOCIOLOGIST

CONTACT

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zuhalakay.com

EDUCATION

2022 - October 2025

Simon Fraser University

Burnaby, BC, Canada

- MA in Sociology

Thesis: Netnographic study on viewer motivations on live-streaming platforms

2017 - 2022

Bahcesehir University

Istanbul, Turkey

- BA in Sociology
- GPA: 3.5 / 4.0

2020

Radboud University

(Erasmus Exchange)

Nijmegen, the Netherlands

CERTIFICATION

04.2025

UX Design & Personal Branding

by [UX/UI Designer Deniza Tkach](#)

07.2024

Figma UI/UX Design Advanced

Udemy | UX Designer Daniel W. Scott

04.2024

Google Analytics for Beginners

Google Digital Academy

05.2023

Digital Skills: User Experience

Accenture

EXPERIENCE

Sept. 2025

Data Labeller, Global Relay

Vancouver, BC

I research and analyze complex corporate data to identify communication risks using structured taxonomy frameworks and enterprise tools such as Wiki, PyCharm, and more. I also currently create a UI design to streamline the data labelling processes.

Sept. 2025

Freelance UX/UI Designer, State0

Vancouver, BC

Designed a single-page portfolio website concept for an AI + Blockchain team, focusing on clear communication of their identity, services, and value proposition for potential clients.

Aug. 2025 (in development stage)

Freelance UX/UI Designer, Tiny Tales

Vancouver, BC

In this project, I worked as a freelance UX/UI designer, collaborating with developers to design a mini game app featuring AI-generated stories.

12.2024

Freelance UX/UI Designer, Universal Driving Academy

Vancouver, BC

Redesigned the website by researching, ideating, and conducting workshops with the owners to create solutions that improved usability and the booking experience for dozens of weekly users. Additionally, redesigned the visual elements and launched the site using Wix Studio.

SKILLS

Software

Figma, Illustrator, Wix Studio,
Framer, Jira, Google Analytics,
SPSS, NVivo

Design

Wireframing, prototyping,
typography, web design, interface
design, user research, user testing,
motion design

LANGUAGES

- English: Fluent
- Turkish: Fluent

10.2024

Freelance UX/UI Designer, İpekli.co

Istanbul, Turkey (Remote)

Redesigned the e-commerce site for İpekli.co, a silk apparel startup, by researching, ideating, and running workshops with the founders to improve product discovery, simplify navigation, and boost conversions. Refreshed the visual design and launched the site with Wix Studio.

09.2022-04.2023

Teaching Assistant, Simon Fraser University

Burnaby, BC

Supported the delivery of the Introduction to Sociology course over two terms, facilitating tutorials, holding office hours, grading assignments and exams, and providing academic support for 120+ students.

02.2021-06.2022

Research Assistant, Bahcesehir University

Istanbul, Turkey

Worked on the research 'The Meaning of the Home as a Material and Symbolic Space During the Coronavirus Pandemic' under Associate Professor Pınar M. Yelsalı Parmaksız, conducting interviews and analyzing data with NVivo. Also assisted in a large-scale project on campus gender inequality, supporting data collection and analysis with SPSS for a staff survey.