

mus.

HELLO I AM MUSTAFA—

I'm a senior product designer and I build experiences that people love.



Present

LEASEWEB AMSTERDAM

2022 - Present

Lead Designer

Personal

Mustafa Çetin

+31 6 813 666 25

03-01-1984

me@mustafacetin.nl

Vooronder 25, 1319 AC

Almere

Starting in July 2022, I embarked on a one-year engagement as a Lead Designer at Leaseweb, where I played a pivotal role in developing and implementing a comprehensive design system. This initiative not only improved the visual coherence and consistency of Leaseweb's services but also fostered efficient collaboration between design and development teams. Working closely with developers, I ensured that our design principles were seamlessly integrated into the company's offerings, ultimately enhancing the user experience for a diverse clientele of over 20,000 customers worldwide. With this project successfully completed, I am now eagerly seeking new challenges to further leverage my expertise and contribute to innovative design solutions.

mustafacetin.nl

Experience

HEALTHY WORKERS - AMSTERDAM

2019 - 2022

Lead Designer

Healthy workers is a startup focused on improving work environments to optimise employee engagement and productivity.

By combining environmental data with science-based people analytics we uncover actionable insights for office managers. This makes it possible for companies to invest in the best interventions that suit their employees.

NINE CONNECTIONS - AMSTERDAM

2016 - 2019

Lead Designer & Web Developer

In Nine connections I was leading a team of five engineers and designers. Holding 1-on-1s, set and guarding the project pace, were some of my responsibilities.

Collaborating with the CEO to define and execute the company's vision was also one of them. Lastly I oversaw and worked together with my team on a total redesign of our Native apps (IOS and Android), Web app, and Chrome extension.

In the sense of user-centric design, conducting user and stakeholder interviews in order to discover shortcomings of existing deployment solutions, were also very important tasks.

Experience

TRAVELBIRD - AMSTERDAM

2011 - 2016

Lead Designer

I worked at TravelBird for 5 years. In the early days I was the only designer and worked late nights with the team on beer and pizzas to perfect the website and emails. I changed office 3 times and desks 32 times. During my time the company grew from just a few to 700+ people.

During this time I learned about marketing as a member of the marketing team and front-end coding as a member of the IT team. I know all about SCRUM, as I recently participated in a SCRUM training.

MEDIAXPLOSION - HILVERSUM

2010 - 2011

Designer & Web Developer

Coming from a predominately graphic and print background—I became immersed within the digital space. Quickly learning front-end development, web technologies. Clients and projects varied from start-ups, agencies to e-commerce production while working on digital products.

LAYERBRANDING - KONYA

2005 - 2010

Graphic Designer

A young, forward thinking and uber creative studio in Konya, Turkey. Working across a diversity of mediums from graphic design, identity, illustration, fashion, art to basic film. I developed strong communication skills. Some of my clients: David People, Petek Plastik, Konyaspor, Seha, Gunce Akkoyun.

mus.

References

Leoni Janssen

Leoni Janssen Consultancy- CEO

+31 6 246 036 32

Symen Jansma

TravelBird - CEO

+31 6 203 008 50

Femke Evers

Lavida Travel - CEO

+31 6 818 414 32

Jonatan Roose

Health Workers - Co-Founder

+31 6 205 508 72

Lucien Burm

10x - CEO

+31 6 150 775 10

Volkan Atay

Layer Branding - CEO

+90 532 521 90 50

Skillset

Photoshop

~~Sketch~~

Figma

Indesign

Invision

Abstract

After Effect

React JS

Illustrator

Front-End

Android / IOS

VS Code

Prototyping

SCRUM

mustafacetin.nl