



Aziz Can Benli

Gamification & UX Designer

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Profile

User-focused UI/UX Designer with a degree in Visual Communication Design, specializing in gamification and digital product experiences for web and mobile. I translate user research and analytics into intuitive journeys, loyalty-driving features, and high-fidelity interfaces, collaborating closely with cross-functional teams to improve usability and accessibility. Passionate about blending design, technology, and data to create engaging, measurable, and inclusive experiences.

Job Experience

Inooster Information Technologies İstanbul

Gamification & UI/UX Designer August 2024 – Present

UX and Gamification Designer for web and mobile products, translating user research and behavioral analytics into strategies that improve engagement, retention, and overall user experience. Plan and conduct user research, usability testing, and journey mapping to identify opportunities and validate design solutions. Create wireframes, prototypes, and high-fidelity interfaces while designing gamification systems, reward mechanics, and performance frameworks aligned with business objectives. Collaborate closely with product managers, developers, and stakeholders to deliver accessible, scalable design systems and user-centered digital experiences.

- Implemented research-driven UX and gamification strategies that contributed to measurable improvements in user engagement and retention.
- Delivered interactive prototypes and detailed design specifications that supported faster and more efficient development processes.
- Worked with clients across telecommunications, retail, healthcare, and lifestyle sectors, including Turkcell Global Bilgi, İpekyol, ASICS, Diageo, and Sanofi.

Freelance Designer İstanbul

Multidisciplinary Designer April 2022 – Present

Designed UI/UX interfaces, visual identities, marketing materials, and multimedia content for freelance clients across different industries. Worked on brand identity design, social media visuals, video editing, and user interface projects tailored to client needs.

Education

İstanbul Gedik University İstanbul

Visual Communication Design — Bachelor's Degree 2021 – 2024

GPA: 3.24 / 4.0 • Honors Student

Maltepe University İstanbul

Naval and Nautical Design — Bachelor's Degree 2019 – 2021

Projects and Certificates

PROJELER

TÜBİTAK Research Project - Use of Transhumanism Elements in Unique Token (NFT) Art and Design and its Cybernetic Contextual Examination - 2024 ([Academia link](#))

- Conducted a research project on transhumanism in NFT art and design, examining cybernetics, blockchain technology, information aesthetics, and human–technology interaction.
- Produced a final research report and an AI-assisted visual design project exploring transhumanist concepts in digital art.

MateROV – Underwater ROV Project (2nd Place in Turkey Stage) - 2017/18 ([Early prototype](#))

- Led the GEHROV project, coordinating the design and development of an underwater ROV capable of performing mission-based tasks such as color detection, object manipulation, and assembly/disassembly operations.

- Managed project planning, cross-functional team coordination, and the integration of mechanical, electronic, and software components throughout the development process.

SERTİFİKALAR

Google UX Design Professional Certificate — Google • Jul 2024

Design for a Better World with Don Norman — IxDF - Interaction Design Foundation • May 2025

UX Research — UserGets • May 2025