

## Emir Mirzamuhamed

### Service Design Lead

Istanbul, Türkiye

### Contact Information

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product Portfolio: <https://linktr.ee/amirstories>

Design Portfolio: [behance.net/amirstories](https://www.behance.net/amirstories)

### Summary

Innovative Service Design Lead combining storytelling and strategic thinking to craft exceptional user experiences. With expertise in graphic design, user experience, and design thinking, I translate complex ideas into engaging, user-centric solutions that foster growth and collaboration. Passionate about leveraging human narratives to fuel creative approaches in service design.

### Professional Experience

#### PaPaasch Schöpfung Land GmbH

Co-Founder | Service Design Lead

October 2020 – Present | Cologne, Germany

- Spearheaded design and development of innovative, user-centered solutions targeting communication challenges for multicultural children.
- Directed research, content creation, and product design, enabling collaboration between families, young creators, and educational advisors.
- Guided the project to recognition by the Founder Institute acceleration program, advancing toward an MVP launch.

#### Aqvariumies

Creative Producer

December 2016 – Present | Istanbul, Türkiye

- Applied storytelling to drive meaningful connections and social change among Gen Z users.
- Designed and implemented collaborative platforms and user-driven initiatives, such as podcasts, to empower personal growth through storytelling.
- Led the development of a decentralized, user-managed platform for co-creation and storytelling.

### **Freelance**

Senior User Experience Designer

October 2020 – October 2023 | Istanbul, Türkiye

- Delivered intuitive, visually compelling experiences across platforms using Figma, Angular, Laravel, and ReactJS.
- Designed robust design systems and prototypes, aligning business requirements with user-centric solutions.
- Enhanced user engagement through seamless digital experiences.

### **Education**

Soore University

Bachelor's degree in Arts, Entertainment, and Media Management

2006 – March 2012

### **Skills**

- Core Competencies: Service Design, UX Design, Storytelling, Design Thinking
- Tools & Technologies: Figma, Angular, ReactJS, Laravel, Prototyping
- Languages: Multilingual (list specific languages if applicable)

### **Certifications**

- Duda Certified Platform Specialist
- Duda Certified in Web Design
- Google UX Design Professional Certificate
- B1 Level Turkish Language Certificate, Enstitü İstanbul İSMEK