

Merve Sancar

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in @mervesancar

Senior Digital Experience Specialist - UX Strategy and Product

Somewhere between a strategist and a designer — and comfortable with that. The thread through everything I've done is a real love for learning things from scratch, and for the effort that takes. Economics, then consulting, then design — which I taught myself — and now leading end-to-end digital experiences at Toyota. These days I'm learning my way into creative technology, with the same curiosity that got me here.

Job Experience

Senior Digital Experience Specialist @ Toyota Turkey Sales and Marketing

April 2023 - Present

- Lead UX and UI across the full digital customer journey for 8 digital channels — from strategy and journey mapping through launch and continuous iteration.
- Launched Toyota's first end-to-end online reservation channel (2023): owned the strategy, flow and structure, and led delivery across product, marketing, after-sales, finance and dealer integrations. Still lead its evolution — it became one of the company's highest-converting digital channels.
- Define KPIs and run data-informed improvements using Contentsquare, Adobe Analytics, Adobe Target and Qualtrics.

Jr. UX & UI Designer @ Thinks Mobility

April 2021 - May 2022

- Designed UI and interfaces for web and mobile products, working end-to-end alongside UX.
- Presented prototypes directly to clients and ran post-launch quality checks.

Business Consultant @ Ernst & Young

July 2019 - October 2020

- Managed cross-functional stakeholders and client relationships across service engagements.
- Analysed business systems, processes and risk — the analytical discipline I now bring to design and data decisions.

Interests

Pole dance, projection mapping

Education

Koc University

Bachelor of Economics
KUDans Society (2016 - 2017)

2015 - 2019

Uskudar American Academy

Highschool Degree
Social Service and Interact Club (2010 - 2015)

2010 - 2015

Skills

Design & Prototyping

Figma, Sketch

Experience & Data

Contentsquare, GA4, Adobe Analytics

Customer voice & AB test

Qualtrics, Adobe Target

Ways of working

Cross functional leadership, design-dev collaboration, Jira, Miro

Related Certificates

- Interaction Design Foundation - Human Computer Interaction
- McKinsey - Forward Program

Currently learning

- TouchDesigner, p5.js
- Interaction Design Foundation - The Brain and Technology: Brain Science in Interface Design
- Interaction Design Foundation - Accessibility in Practice: Build Digital Experiences Everyone Can Use

Language

- Turkish - Native
- English - Bilingual
- Spanish - Beginner
- Turkish Sign Language - Beginner