



Jasmin Aydinli

UX/UI Designer

Turning complexity into clarity

About Me

UX/UI Designer with experience across health, home, and marketplace platforms (WebMD, Medscape, ApartmentRatings). I design intuitive, data-rich tools that simplify complex workflows, build trust, and drive measurable impact—often improving engagement by 50%+ and efficiency by up to 80%. Beyond work, I explore creativity through content creation and AI-driven music, bringing curiosity and a global perspective into my process.

Experience

UX/UI Designer — Internet Brands | Sept 2021 – Present

- Doubled traffic (+100%) and improved Ops accountability by designing and launching the Exchange Task Center dashboard.
- Increased efficiency by 60% and reduced errors 80% by replacing manual Excel workflows with a digital Order Management Tool.
- Enhanced renter trust signals by 25% through Verified Reviews, a transparency feature impacting 17M+ users and 5K+ clients.
- Boosted content engagement and increased traffic 15% by redesigning community navigation and streamlining the information hierarchy.
- Elevated renter education and engagement by redesigning the ApartmentRatings homepage, integrating Verified Reviews and eplIQ.
- Improved discoverability and decision-making by launching AI-powered Trending Topics in Reviews.
- Increased ad scheduling efficiency 80% by building a client-facing Banner Scheduling Tool for Exchange.

UX/UI Designer — Lipidy | Feb 2020 – Sept 2021

- Improved daily health tracking for thousands of users by leading UX design and research for the Symptometer app, delivering a clean, data-driven interface.
- Strengthened usability and engagement through user research and iterative prototyping, aligning features with real patient needs.

Account Manager – Professional Produce | May 2015 – June 2020

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📍 Los Angeles

🌐 Portfolio:

[Jasminaydinli.com](https://jasminaydinli.com)

DESIGN SKILLS

UX/UI Design • User Research •

Wireframes & Prototypes • User

Flows • Information

Architecture • Accessibility •

Design Systems • Usability

Testing • Iteration

DESIGN & OTHER TOOLS

Figma • Jira/YouTrack • Miro •

Confluence • Google

Analytics/Hotjar •

UserTesting.com • Dscout

Languages

Spanish – Fluent

English – Fluent

Education

**B.A. Communication Studies
(Minor in Marketing)** – Cal
State University, Long Beach