

asliaydin3@gmail.com . www.asliaydin.net . linkedin.com/in/asliaydin/ . Turkish Citizen and US Green Card holder

I'm an internationally trained Digital Strategist with 10+ years of in-house and agency experience. Led by curiosity, a collaborative spirit, and experience, I understand what customers value. I balance innovation with technology and articulate strategic vision so that leaders share the excitement of what's possible. The world is not a marketplace; it's a place in which people live. I design solutions and experiences that enhance people's lives and help companies transform the future of their business.

Skills: Design Thinking, Product Strategy, Design Management (UX and Strategy), Design & User Research, Product Requirements Definition, UX Sketching + Concept Development, Product Innovation, Product Market Fit, Agile & Waterfall Methodologies, Collaboration Methods

Professional Experience:**Bank of America / Merrill Lynch Wealth Management**

Jun 2021 - present

SVP, Head of Digital Segment Strategy

- Drive digital adoption by creating new client-centric experiences while innovating on existing features and functionality
- Define vision and strategy for acquisition, retention and deepening client relationships
- Streamline client experiences by digitizing low value activities that shape future cross product strategy
- Design the future vision for products and services that promote the advisor-client relationship
- Create new, innovative business cases that drive operational excellence and focus on the future of the business
- Collaborate with cross functional teams
- Lead innovation within the CDE organization
- Conduct exploratory research with Financial Advisors and clients to uncover opportunities to innovate

Nuveen Investments, New York, NY

Oct 2019 - Nov 2020

VP, Head of UX Strategy

- Helped craft Nuveen's overall design strategy for all its consumer facing sites (US and international)
- Collaborated with senior leadership to understand priorities and expose potential business opportunities
- Led the development, execution, and improvement of user experience across all product offerings by driving a wide range of user, business and marketing goals as well as leveraging qualitative and quantitative data
- Spearheaded Nuveen's innovation program and conducted monthly industry best practices meetings

Code and Theory, New York, NY

Jul 2014 - Sep 2019

Senior Creative Strategist

- As the lead strategist and DRI, I worked with multidisciplinary teams of designers, data scientists, researchers, content strategist, engineers and product managers to create actionable strategies, executable concepts, user-centric experiences and scalable solutions
- Created digital experience solutions based on audience research, business requirements, user needs and competitive assessments
- Led discovery work, design sessions and client workshops to craft experience strategies
- Worked with development teams to ensure the execution was correct and true to the vision
- Clients include: Citi Ventures, Nuveen, Sunbrella, JPMorgan, National Geographic, CFR

ING Bank, Istanbul, Turkey

Nov 2009 – Aug 2012

Digital Brand Strategist

- Worked in both the Corporate and Marketing Communications divisions, which were responsible for internal and external digital marketing, strategic planning, end-to-end execution for the entire product portfolio, and the corporate brand on platforms including- social media, bank micro-sites and the intranet
- Areas of governance included digital brand campaigns, social media marketing, content management, analytics, monitoring and reporting
- Part of the digital team that created ING Bank Turkey's first ever online presence

National Geographic Magazine, Istanbul, Turkey

Oct 2004 – Aug 2012

Editing Contributor

- Editor for NG's Kid magazine ensuring that the english translations from Turkish were properly done
- Worked on framing, rewording, and editing; contributed to two book translations

HSBC Bank A.S., Istanbul, Turkey

Nov 2007 – Nov 2009

Treasury Operations

- FX Customer Payments & Hsbcnet Operations

Education:

Martha Beck & ICF Life Coach Training Certification expected in 2023

Parsons School of Design, NYC, 2021, Certificate in Design Leadership for Business

New York University, NYC, 2014, Master of Professional Studies, Design & Technology (ITP, STEM Program)

Bogazici University, IST, Turkey, 2007, Bachelor of Arts, International Trade

Mentorship:

She Runs It, Strong Girls Turkey, BUMED Alumni Club, NYU Alumni Club