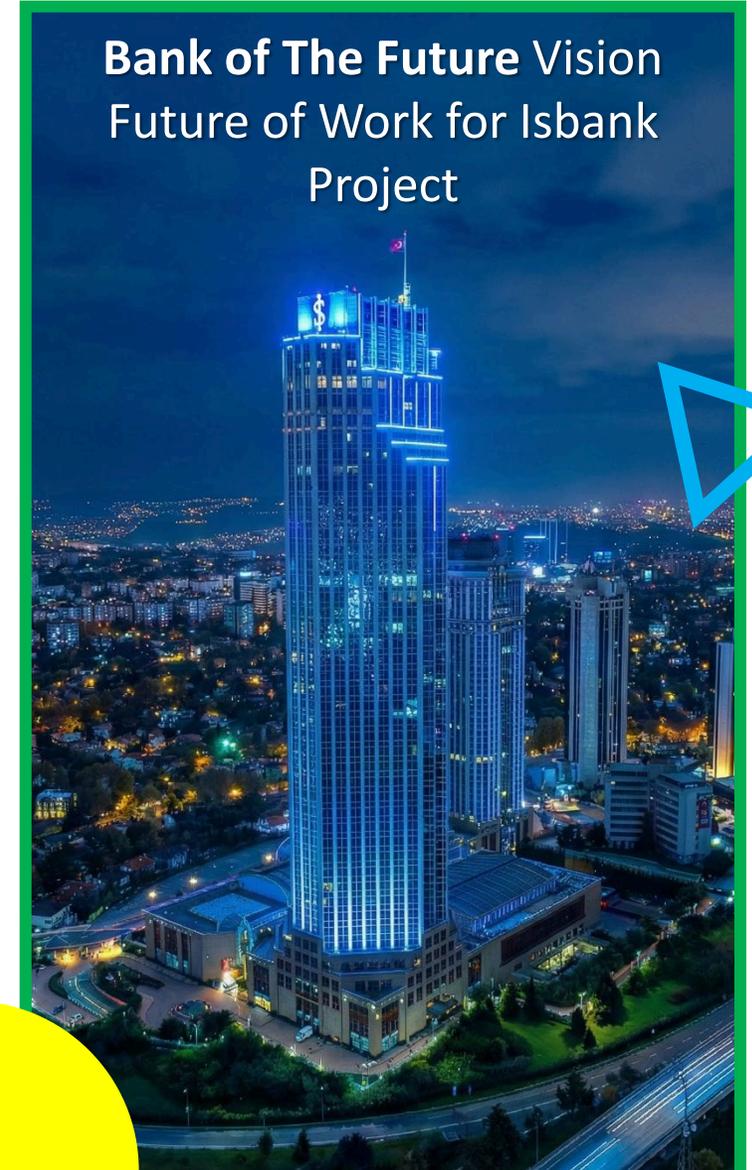
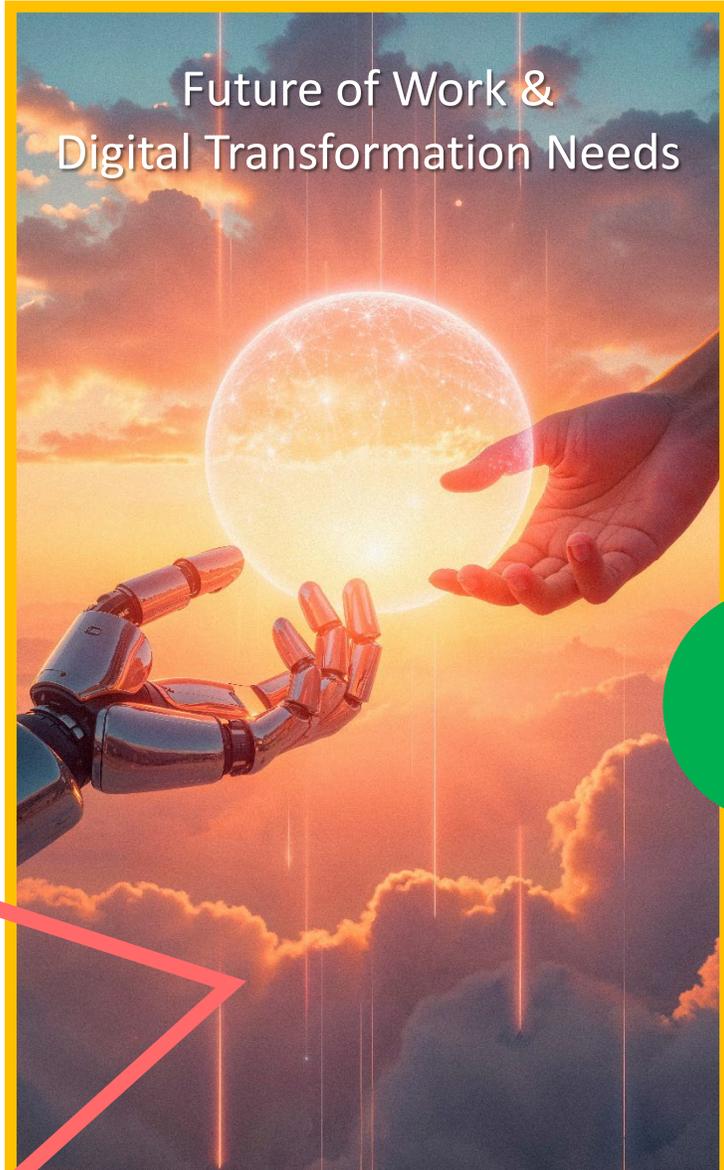


İşBank's Reskilling Learning Programs

Bank Tellers to User Experience Designers / Data Analysts



Decision-Making Points Behind the Reskilling Programs





Obstacles and Design Considerations

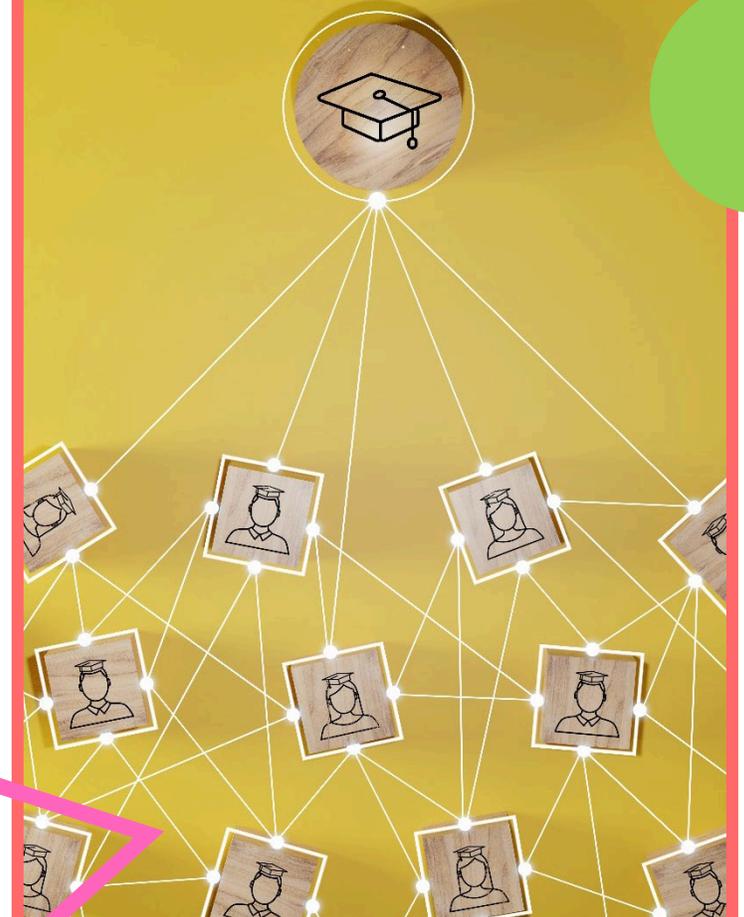
Broad Audience
with Uneven Skill Levels



Accessibility Needs &
Technical Constraints



Balancing Learning
with Business Priorities
& Engagement

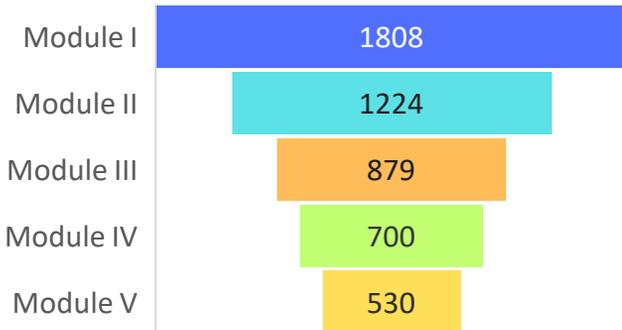




Results & Insights

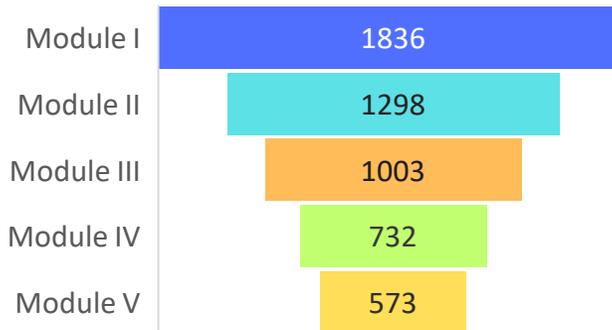
Digital Academy

User Experience



Digital Academy

Digital Marketing



data analytics DEVELOPMENT PROGRAM



- * Reduced vendor dependency
- * Strengthened data-driven culture





Thank you for your attention.