

WORK EXPERIENCE

Freelance Product Designer, Turkey

Oct 2024 - Oct 2025

Freelance Work

- End-to-end product design from discovery to UX and UI to prototyping and handoff; completed about five full engagements with companies, delivering MVPs and polished v1s that improved activation and retention.
- Data-informed and research-led decisions using user interviews, JTBD, usability testing, and funnel analysis; rapid iteration with clear hypotheses and measurable outcomes.
- Design systems expertise with scalable component libraries and tokens; fast in Figma and FigJam, auto layout, variables, and dev-ready specs that reduce handoff friction.
- Cross-functional collaborator with founders, PMs, and engineers to prioritize roadmaps, run design sprints, and align brand, usability, and business goals.

Senior Product Designer, United States

May - Oct 2024

Polarlabs

B2C - AI photo application.

- Led the end-to-end design of an early stage start-up, gathering user insights, creating high-fidelity visual designs and testing products with users.
- Redesigned the onboarding process within a cross-functional team, increasing the completion rate from 82% to 92% in just one month of progress.
- Focusing on data-driven design, gathered user insight and feedback to enhance user experience, resulting in 40% increase in successful AI profile completion rate.
- Instrumental in the ideation and execution of user-centric AI solutions, maximising machine learning to customize user content, which led to a 50% improvement in user engagement and a 25% increase in retention rates.

Senior Product Designer, London, UK – Supply chain in

Nov 2022 – May 2024

Craft

B2B/SaaS - Craft is a Supply chain intelligence software.

- Enhanced Risk Hub functionality by enabling user-defined risk parameters, elevating the user experience, and boosting risk management efficiency for global clients.
- Led the design for RiskHub and Alerts section working while collaborating with 10 developers, built a design system, tested product with clients and improved product base on client feedback.
- Drove the development and enhancement of advanced filtering capabilities in the Alerts system, improving user ability to pinpoint specific risks, thereby optimizing operational responses, and reducing downtime.
- Collaborated closely with cross-functional teams, including data scientists and developers, to ensure the delivery of high-quality, user-centered design solutions that align with business goals and client needs.

Senior Product Designer, Istanbul, Turkey

May 2020 - July 2022

Tamly

B2C/B2B - Tamly is a networking platform with multiple features like a digital business card, lead generator and network management.

- Trained with worldwide leaders from Founders Institute and other accelerator programs when developing our product.
- Worked as the first senior designer of the company, gathered a new design team and increased revenue by 60% with the new design update.
- Designed and launched a digital business card feature, which increased average revenue per user by 24%.
- Designed user-centered solutions by aligning user needs with business goals, delivering measurable outcomes and enhancing product value.
- Recruited +15 employees from LinkedIn and trained 6 junior designers in a design bootcamp for 6 months.

Product Designer, London, United Kingdom

Summer 2021

NorthStar Venture

Venture capital and private equity firm based in the UK.

- Launched and led end-to-end design of a productivity app for the company to better manage their deals and teamwork.
- Delivered a new website on time and under budget for the company's upcoming event and increased the website visit by 37%.
- Identified the user problems, improved the user experience, and decreased the bounce rate by 12%.

Product Designer, London, United Kingdom

March 2019 – Feb 2021

MakasTech

MakasTech is a software company that designs and develops B2B products for other companies.

- Adopted an agile system, organized design sprints, and worked 1on1 with customers to come up with the best solutions.
- Collaborated with the Product Team, and Lead Developers directly to identify, and deliver design outcomes during the design process.
- Organized 3-stage user interviews, managed the B2B/B2C sales and collected LOIs from our potential customers.
- Create deliverables (wireframes, mock-ups, prototypes, user flows, and so on) to communicate with our clients.
- Implemented design thinking process to find solutions to our customer needs then validated our solutions using prototypes and user testing.

LEADERSHIP AND EXTRACURRICULAR EXPERIENCE

Memorisely Bootcamp/ London, United Kingdom

2022

UX Researcher

Worked with a team of three to improve the UX of the application called Smiling Mind

- Conducted user testing with 10 users using Maze to identify the errors, problems, and area of improvement for the app
- Created a research report using the data that we gathered from our research and presented them to other designers.
- Analyzed our research findings from interviews and surveys using dovetail and created an affinity map to categorize and summarize our data

Devon Mind (non-profit organization)/ Devon, United Kingdom

2021

Product Owner

- Developed a profitable product to support the charity and help people with anxiety problems.
- Conducted user research, interviewed students with anxiety problems and analyzed the data to come up with a solution.
- Implemented a business plan and a marketing strategy and proved the product was profitable by selling every product we had