

Istanbul based, enthusiastic Product Designer with strong design principles, collaborative skills, and a keen eye for aesthetics. Proficient in industry tools, I contribute to creating innovative, user-centered interfaces. Eager to bring creativity and problem-solving to a dynamic team.

UserGuiding | No-code Onboarding Tool

July 2023 · Today

Product Designer

- Collaborated with cross-functional teams to design product features, including wireframes, prototypes, and high-fidelity mockups.
- Designed and created social media posts and landing pages for the marketing team to enhance brand visibility.
- Conducted user research and usability testing to identify pain points and improve UX/UI designs.
- Analyzed user behavior to implement data-driven design enhancements.
- Produced high-quality visual assets for digital platforms and marketing initiatives.
- Gained proficiency in design tools and strengthened project management skills in a fast-paced environment.

PetsApp | Mobile App

Feb 2025 · Today

Founding Product Designer

- Playing a key role in shaping PetsApp from concept to launch, defining its user experience and visual identity.
- Designing intuitive user flows and UI components for key features like pet socialization, adoption, and vaccine tracking.
- Building the design system from scratch, ensuring a cohesive and scalable visual language.
- Conducting user research and testing to refine interactions and enhance usability.
- Collaborating with founders on pitch materials and investor presentations, contributing to funding efforts and the app's growth.

UserGuiding | No-code Onboarding Tool

Feb 2023 · Jul 2023

Marketing Designer

- Created user-centered design solutions to drive engagement and optimize conversion rates.
- Designed and iterated on landing pages, homepages, and web designs with a focus on growth-oriented UX principles.
- Applied UX strategies to improve the user journey and enhance conversion opportunities.
- Collaborated with cross-functional teams to align design and content strategies with business objectives.
- Developed scalable design systems to ensure consistency across platforms.
- Delivered impactful design solutions supporting growth initiatives and business goals.
- Strengthened skills in interaction design and user journey optimization.

BCB Network | Boğaziçi Consultants for Business

Apr 2019 · Aug 2019

Operations and PR Specialist

- Coordinated and executed operational tasks to ensure seamless daily business activities.
- Managed public relations efforts, including crafting press releases and coordinating media interactions.
- Maintained and strengthened relationships with key partners, media outlets, and stakeholders.
- Monitored and reported on the performance of PR campaigns and operational initiatives.

Education

MA in Turkish Literature  
2019 · 2023  
İhsan Doğramacı Bilkent University

BA in English Literature  
2013 · 2018  
Boğaziçi University

Languages

English  
Proficient (IELTS Academic Overall Band Score: 7.5)

Turkish  
Native

Certifications

Agile Methods for UX Design  
January 2025  
Interaction Design Foundation

Foundations of UX Design  
October 2022  
authorized by Google and offered through  
Coursera

Technical Skills

Figma, Adobe Illustrator, Adobe Photoshop,  
Adobe Premiere Pro, Adobe After Effects, HTML  
& CSS (basic knowledge), Jira

Professional Skills

Product Design, Interaction Design, UX/UI,  
Design Thinking, Design Systems, Responsive  
Design, Wireframing, Usability Testing, User  
Research and Analysis, Information Architecture,  
B2B SaaS Design, Prototyping, User Research,  
Social Media Content Design, Content Writing,  
Motion Graphics, Illustration

Soft Skills

Communication, Presentation, Collaborative  
Teamwork, Stakeholder Management, Problem-  
solving, Critical Thinking, Attention to Detail,  
Creativity

Voluntary Service

TinaZita - Social Media  
2021 · 2022