

Product Designer with 3+ years of end-to-end experience in B2B SaaS and mobile. Specialized in research-driven product thinking, design systems, and complex onboarding experiences, from discovery to delivery. Currently shaping product and visual identity as founding designer at an early-stage mobile startup.

[in /in/ececakanel/](#) [ececakanel.com](#)

## Experience

### PetsApp | Mobile App

PetsApp is a mobile platform that helps pet owners socialize their pets, track health and vaccinations, and discover pet-related services.

#### Founding Designer Feb 2025 - Present (Part-time)

- **Collaborated** directly with founding PM and engineer on product scoping, feature prioritization, and design handoff, contributing beyond design into early product decisions.
- Led end-to-end product design from zero to launch, defining UX strategy, user flows, and visual identity.
- **Built the design system** from scratch, establishing a scalable component library and visual language.
- Ran discovery interviews and usability tests with early users to validate core features prior to App Store launch.
- Designed investor pitch deck and materials supporting pre-seed fundraising efforts.

### UserGuiding | B2B SaaS

UserGuiding is a global B2B SaaS no-code onboarding platform with 1,000+ active subscribers, recognized with G2's "Ease of Use" badge for six consecutive periods, enabling teams to design and manage complex onboarding UX/UI, in-app guidance, and product adoption experiences.

#### Product Designer Feb 2023 - Dec 2025

- Owned end-to-end design for 12+ product features, from discovery to delivery, across onboarding, analytics, and AI-powered experiences.
- Maintained and scaled the design system, ensuring consistency across features and reducing design-to-dev handoff friction.
- Led end-to-end design of the **AI Assistant feature**, enabling teams to embed in-product support powered by their own knowledge sources, contributing to up to 40% reduction in human-handled support tickets for early adopters.
- Designed the Knowledge Base access control system from scoping to launch; 1 in 5 eligible teams configured the feature within 60 days, and KB-related support requests dropped substantially post-launch.
- **Worked closely with Product Managers and Engineers** throughout the design lifecycle to scope features, validate solutions, and ensure smooth handoff to development.
- Conducted end-to-end qualitative user research with 20+ users, from participant recruitment and interview planning to usability testing, insight synthesis, and feature delivery.
- Synthesized behavioral analytics (Clarity, FullStory) with insights from Support and Sales touch-points to guide UX decisions and feature prioritization.
- Collaborated with the Marketing and Growth teams on landing pages, in-app visuals, and social content, coordinating with a creative agency on motion graphics through briefing and revisions, ensuring visual and messaging alignment.
- Drove continuous workflow improvement by integrating stakeholder feedback, post-launch insights, and AI-assisted design and automation tools (ChatGPT, Claude, n8n).

#### Marketing Content & Visual Assets (Part-time) June 2022 - Feb 2023

- Supported marketing operations through visual asset creation and product-focused content writing.

## Technical Skills

Figma (FigJam, Figma Make), Claude Code, Notion, Fullstory, Clarity, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, HTML & CSS (familiarity), Jira, Sendgrid (Handlebars templating)

## Professional Skills

Product Thinking, Interaction Design, UX/UI Design, Design Systems, Information Architecture, B2B SaaS Design, Mobile App Design (iOS & Android), Onboarding & Retention Design, Growth Design, Mobile & Responsive Design, Prototyping, Wireframing, Usability Testing, User Research & Analysis, Competitive Analysis, Data-Informed Design, Stakeholder Management, Design Thinking, Dynamic Email Design

## Soft Skills

Communication, Presentation, Collaboration, Problem-solving, Critical Thinking, Attention to Detail, Creativity

## Languages

English Professional Working Proficiency, Turkish Native

## Education

Boğaziçi University, BA in English Literature

2013 - 2018