

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 | 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 product design workflows, from problem definition, ICP and persona definition, competitive benchmarking, and discovery to delivery, working systematically with and maintaining the design system to ensure consistency and scalability.
- Designed and iterated on product features that enable customers to create, manage, and track onboarding experiences (tooltips, modals, checklists, in-app flows), including complex configuration pages, visual editors, analytics dashboards, and AI chatbot creation experiences, balancing usability, scalability, and technical constraints.
- 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, 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

- Wrote product-focused blog content and prepared visual assets for articles and distribution.
- Created blog visuals and social media posts using Canva, following brand guidelines.
- Collaborated with Marketing and Product teams to align content, visuals, and product messaging.

PetsApp | Mobile App

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

Founding Designer Feb 2025 · Today

- 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, vaccine tracking and AI consultants.
- 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.

Education

MA in Turkish Literature
2019 · 2023 (drop-out)
İhsan Doğramacı Bilkent University

BA in English Literature
2013 · 2018
Boğaziçi University

Languages

English - Proficient

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, Figma Make, Claude AI, 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