

Experiences

Senior Product Designer

SnapMuse

September 2022 - Present



snpmuse.com is an online music licensing platform that comprising a self-owned library of 16,000 music tracks and 18,000 SFXs with over 200K subscribers since its launch.



snpmuse.io is a brand new community-driven web3.0 platform where content creators come together with their fans; enabling content creators to grow their channels and fans to go beyond consuming content.

Highlights from work experience:

- Redesign of the pricing pages and check-out flow increased the preference of annual plans by **17%** compared to previous structure.
- With the redesign of the search experience in .com platform, the number of tracks and sound effects downloaded increased by **10%** compared to previous structure.
- For the newly launched .io platform, I took part in conducting research with Mexican and Brazilian content creators and potential investors to learn their behaviors and **designing the product from scratch**.
- I am actively maintaining SnapMuse **design system** both for .io and .com platforms.

Senior Interaction Designer

sahibinden.com

June 2020 - September 2022



sahibinden.com is an online classifieds and shopping platform in which people and businesses buy and sell real estate, cars and a broad variety of goods and services with around 59 million monthly users on web and 15 million on mobile.

Highlights from work experience:

- I worked on both B2C and B2B domains for **responsive web app and native mobile** applications for iOS and Android.
- On the B2C domain, the digital ID verification process I have designed **decreased the number of complaints** to call center regarding account access issues due to non-verified IDs.
- On the B2B domain, I took part in user research, UX and UI design as well as prototype testing for redesigning the responsive web app and native mobile app for real estate agents, contractor firms and automobile dealers.

UX Designer and UX Researcher

kariyer.net

May 2018 - June 2020



kariyer.net is an online job recruitment platform connecting job seekers with companies. With more than 25 million active candidate CV and 94,000 companies as members, it includes job opportunities for variety of fields.



İşin Olsun by kariyer.net offers job seekers the opportunity to easily view jobs near their homes, contact employers directly to find a job quickly. Employers, can post free job ads in just one minute. It has reached more than 800K member employers and more than 8M mobile application users since 2017.

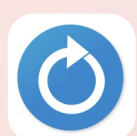
Highlights from work experience:

- I worked on both B2C and B2B domains for **responsive web app and native mobile** applications for iOS and Android.
- I was the solo UX designer while redesigning the B2B platform for employers to post job ads and keep track of applicants and following 3 months after the launch of new design, **promoters have increased from 40% to around 75%** referring to NPS measurements.
- For both kariyer.net B2B platform and both domain of İşin Olsun, I actively designed and maintained component library to **build and sustain a design system**.
- I have designed the **complete responsive web app experience** for İşin Olsun which was initially only functioned as a mobile app and had a landing page to guide to download.

UX Strategist and UX Designer

Userspots

February 2017 - May 2018



Userspots is an experience design agency to help clients to know their users, find the problems they face and needs they have while using their products, create user-friendly interfaces and improve the user experience.

Highlights from work experience:

- I took part in research and design projects with **clients from different fields** of work as in finance (Türkiye İş Bankası, Fibabanka), automotive (TOFAŞ), entertainment and loyalty (ZUBİZU), innovation (Koç Holding).
- I was also an **active instructor** by giving classes on research methods and design processes in Userspots UX camps.

Education



Business Administration

Middle East Technical University,

September 2015 - September 2017

Honor Roll

My term project is about value co-creation process between consumers and a brand through establishment of brand communities and interactions within their dynamic structure. I focused on online communities of a mobile fashion app named "Covet Fashion".



Industrial Product Design

Middle East Technical University

September 2011 - June 2015

High Honor Roll

My graduation project was a functional knee brace to transform according to user needs by having post-operative enhancements during the recovery period of knee-ligament operations. By combining motion sensors to track exercise with the physical product, the product helps to modernize rehabilitation and align it with users' lifestyle.

Mentorship



UX Program Tutor

Career Foundry (Remote)

August 2020 - Present

I am tutoring students coming from diverse backgrounds through UX design program by providing feedback on their assignments as well additional sources and constructive criticism to help them understand both the curriculum and concepts more clear.

Soft Skills

- Effective communication
- Empathy
- Collaboration
- Adaptability
- Problem solving
- Agile methodologies
- Visual storytelling
- Stakeholder management
- Continuous learning
- Conflict resolution
- Creativity
- UX/UI trends awareness
- Presentation skills

Technical Skills

- User research
- Information architecture
- Figma*
- Design systems
- Data visualization
- Miro*
- JIRA
- Prototyping
- Design sprints
- Wireframing
- Sketch*
- Visual design
- User flows
- Service blueprints

* Design and prototyping tools are more extensive list