

I'm a product and experience designer living in Berlin. My aspiration is to use technology and design to simplify complex problems, create products that reach many people and continuously deliver value to users within organizations. I strongly believe that while a well-designed product should be inherently aesthetically pleasing and functional, the value of a great product comes from its capacity in creating change in people's behaviors for the better or making their lives easier.

Over the years, I've learned that people and culture within the organizations building those products matter a great deal. Great products are built by teams, who share ideas and truly collaborate to achieve common goals. I enjoy my job when I am part of organizations that build those teams and let them grow.



## WORK EXPERIENCE

May 2024  
Jan 2019

### Senior UX Manager [GetYourGuide | Berlin, Germany](#)

Responsible for UX at GetYourGuide's Growth Product Group. We focus on audience growth, audience engagement, and the early discovery experience of travelers. Responsibilities include partnering with Dir. of Product to define and communicate product strategy, hire and develop UX talent, and lead discipline projects that will help our team be more efficient & improve our product quality

Nov 2018  
Jan 2017

### Head of UX [HelloFresh | Berlin, Germany](#)

Led the design team across HelloFresh's digital platforms, including product designers and UX writers. Grew the team from 2 to 14 and introduced structures to ensure career growth and quality of output. My role included outlining product designer career steps, setting designer hiring processes and helping create healthy processes within the team.

Sponsored design-initiated projects including experiments that targeted retention of HelloFresh's existing subscriber base — showing results such as 16% increase in orders per customer —and a design system built to increase designer and developer efficiency. My role spanned scoping and advocating for projects, bringing in and guiding designers within the projects to hands-on work on research and design phases.

Jan 2017  
Nov 2015

### Product Designer [HelloFresh | Berlin, Germany](#)

Worked in large-scale projects such as the HelloFresh loyalty program, US wine club and revamping of HelloFresh account area. Collaborated with business stakeholders and customer insights teams to understand market / business needs, define goals and definition of success.

Worked in HelloFresh's growth team to launch experiments targeted at boosting conversions through small iterations as well as new concepts. Later on, focused on retention, to improve the experience for existing customers. This included working with POs to define goals and core data points to measure.

Conducted and guided user research with users from different countries and incorporated research into the design workflow. Used insights gathered to create user flows, interactive prototypes and final UI, as well as raise awareness for the user within the organization.

## WORK EXPERIENCE (CONT.)

Nov 2015  
Nov 2013

### Senior Interaction Designer

[Monitise | Istanbul, Turkey](#)

Worked as the sole interaction designer in building Ziraat Bank's mobile application, along with business analysts, UI designer and developers to carry the project from concept to implementation. Delivered projects for clients, such as RBS and Visa, collaborating with stakeholders to understand business needs, guide expectations for end products and create digital experiences around new concepts.

Conducted user research and usability studies at different stages of projects, and prepared detailed reports of the findings to guide the design process.

Managed the design track of long and short-term projects to ensure healthy communication, creating personas, user journeys, detailed wireframes & prototypes.

Jul 2013  
Mar 2013

### User Experience Designer

[Weather Underground | San Francisco, CA](#)

Worked within an agile project team consisting of project manager, UI designer, developers and meteorologists, to deliver projects such as enabling site-wide weather alerts and increasing the sign up rates of PWS program (the main differentiator of WU)

Carried projects from beginning to end; by leading sketch sessions, brainstorming workshops at the beginning of product development, creating wireframes and interactive prototypes for user testing and team communication.

Integrated user research within product development by planning and conducting user testing within team projects. Initiated by these efforts, we created a database of users for research and set up rules for using the database for the design and product teams.

Dec 2011  
Aug 2011

### Graduate Student in Advanced Studio Projects

[Intel Corporation \(Collaboration with CCA\) | San Francisco, CA](#)

Worked on various projects lead by Intel's areas of interest for technologies 5-10 years in the future.

Conceptualized new products and created prototypes using tools such as Processing, Arduino, Lego Mindstorms.

Jun 2008  
Jan 2008

### Industrial Product Designer

[FYM Creative Group | Istanbul, Turkey](#)

Worked as the lead designer in projects ranging exhibition stands, product displays and event venues; created the final design concepts, 3D models, detailed building specs for production as well as overseeing the building of concepts and managing the team. Collaborated with clients to understand and shape the overall vision, expectations and restrictions.

Acted as the bridge between production and marketing teams to monitor budget and implementation.

## TOOLS & SKILLS

### ● Design execution

Figma, Sketch  
*If needed, Adobe Photoshop, Illustrator, Indesign*

### ● Prototyping & research

Figma, *if needed Principle, Marvel, Proto.io*  
Userlytics, Usertesting.com, Testingtime

### ● Presentation and Communication

Microsoft Office, Keynote, Google Docs, Sheets, Slides  
Leading design / product workshops, such as Design Sprints

## EDUCATION

May 2012  
Aug 2010

### ● **M.F.A. Design, Interaction Design Track | High Honor Student**

**California College of the Arts | San Francisco, CA**

Thesis title: 'Augmented Block: New Kind of Creative Play'

Applied human-centered design to develop meaningful, compelling and innovative user experiences across platforms in a highly collaborative and multidisciplinary environment

Participated in multiple aspects of interaction design by conducting design research, analysis and synthesis of field data, design strategy thinking, conceptualizing of new ideas using sketching, wireframes, user flow and frameworks, and presenting ideas through storyboarding, visual design, video and building physical working prototypes

Developed the ability to research, analyze and learn the right tools to build effective prototypes best suited for specific situations

Dec 2009

### ● **Training 'Furniture Design - Design and Research'**

**Central Saint Martins College of Art and Design | London, UK**

Participated in a furniture design course working with product designer Rock Galpin, at Central Saint Martins.

Designed and presented furniture design concept, by creating user profile boards, lifestyle analysis, sketching and model making.

Jun 2007  
Sep 2003

### ● **B.Sc Industrial Product Design | High Honor Student, Valedictorian**

**Istanbul Technical University | Istanbul, Turkey**

Created innovative, ergonomic and relevant product concepts using research, hand sketching, computer modeling and communicated ideas to panels of judges with visual design and physical models

Worked with corporate sponsors to design new products, gaining a knowledge of production restraints, company identity, benchmarking and effective communication with high-level executives

Developed an extensive knowledge of materials and production techniques to build physical prototypes representative of concepts