

## Principal Product Designer

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I have been working as a UX/UI and Product Designer for over 20 years. Throughout my career, I have also been joined in a variety of projects both domestically and internationally. Additionally, I have had the opportunity to manage design teams in both startup and corporate.

### Experience → Hepsiburada

Principal Product Designer • 2022 • Turkey

Hepsiburada processes almost 10 million orders each month, offering over 200 million product variations across more than 30 categories. As a Principal Product Designer at Hepsiburada, I lead design efforts for the Gamification, Market, Global, and Travel verticals, while also providing support to other teams. Additionally, I mentor and train other designers.

### → Scotty

Lead Product Designer • 2021 - 2022 • Turkey

Planning the UX and UI processes of various projects such as mobile applications, backoffice, and operation management, which Scotty needs in all these processes, which turns to cargo transportation as well as passenger transportation, creation and delivery of the Design System infrastructure.

### → Deepinfo

Sr. Product Designer (Consultant) • 2021 - 2021 • France

Deepinfo provides relevant data and insights that empower cybersecurity professionals by providing access to an extensive database and reliable indicators. Planning and designing UX and UI designs of all administration panels of Deepinfo. UI kits design and management.

### → Gordion Teknoloji

Lead Product Designer • 2016 - 2021 • Turkey

Making UX and UI design plans management and delivery processes of more than 10 applications that will replace all desktop applications used within the framework of digital transformation of Jolly Tour

### → Wamo

Sr. Product Designer (Consultant) • 2020 - 2021 • London

By making ux-ui, planning of Banking and QR payment systems and backoffice applications for the management of all these were presented to users, especially Malta, and after its success, they have been opened to use all over Europe.

### → Curation Zone

Sr. Product Designer (Consultant) • 2018 - 2019 • London

With the application developed with artificial intelligence, the ux and ui designs of the application, which offers the most accurate person and pricing for their projects, were planned and delivered by bringing together the more creative needers and filmmakers with the smart brief method.

- Experience

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Iconecwave

Sr. Product Designer (Consultant) • 2017 - 2018 • Belgium

The ux and ui designs of the veterinary application developed for Royal Canin were planned and the application was developed. Thanks to the application, fast and healthy communication between the veterinarian and the patient are developed and it became one of the valuable applications developed by Royal Canin
- Turkcell

Sr. UI-UX Designer • 2013 - 2016 • Turkey

Many applications and CRM applications used in their internal dynamics were developed.  
By improving the usability and design of the applications used in all Turkcell stores, the workflow was accelerated, resulting in increased time and revenue.
- Lidya Teknoloji

Lead UX-UI Designer • 2012 - 2013 • Turkey
- Hisseli Harikalar

Visual Designer • 2007 - 2012 • Turkey
- Proton Dizayn

Web and Visual Designer • 2006 - 2007 • Turkey
- Turk Dizayn Grubu and NetBil Web

Web and Visual Designer • 2000 - 2005 • Turkey

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Education	→	<b>Abant İzzet Baysal University</b>	<b>Kartal High School</b>
		Bolu - Turkey • 1997-2002	Istanbul - Turkey • 1993-1995
		Business Administration/Management	

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