

Work Experience

Senior Product Designer • Squarespace • Jul 2021 - Present

- Led product design for Marketing and Customer Support organizations: increasing subscriber growth, enhancing customer acquisition efficiency, and optimizing our award-winning support experience while reducing operating costs.
- Conducted interviews with customers and internal employees (over fifty stakeholders) across Marketing and Customer Support to build product service blueprints, define internal product opportunities, and inform OKRs & roadmap planning.
- Contributed to the company's Generative AI integration strategy by exploring frameworks and creating three concept prototypes.
- Facilitated eight different cross-disciplinary design workshops to align stakeholders on business opportunities and design solutions.
- Developed high-fidelity prototypes to communicate design ideas and validate user experience strategies effectively.
- Increased user logged-in rate by 25% via the launch of an auto-login platform capability.
- Decreased manual account verifications for Customer Support by 87.5% by launching auto-verification for Ada Chatbot and Zendesk.
- Mentored two designers, instilling principles of product strategy and user-centered design thinking.
- Contributed to team values, principles, and crit structures within the Platform Product Design team.

Product Designer • Codecademy • Apr 2020 - Jul 2021

- Developed user interface mockups and prototypes for over ten different projects within Engagement Team, utilizing user flows and wireframes, to effectively communicate and validate design decisions.
- Engaged with product managers, engineers, and cross-functional teams to comprehend requirements and devise insightful solutions.
- Conducted research to discern user needs and integrated user feedback into product design solutions.
- Championed human-centered design principles & data-informed decisions, influencing both product development and brand experience.

Product Designer • Animoto • Apr 2019 - Apr 2020

- As lead designer, played a pivotal role in shaping the company's two-year product strategy, focusing on holistic user experience for desktop and mobile (iOS) platforms - shaped the vision around automated video editing through AI technologies by building and testing interactive prototypes.
- Refined primary user flows and designed intuitive interfaces, simplifying social video creation for users.
- Interviewed with over fifty users, testing low and high-fidelity wireframes and prototypes in collaboration with research team.
- Collaborated with cross-functional teams, contributing to the design system and formulating strategies that standardized and accelerated implementation.

Product Designer • Teknikio • May 2018 - Apr 2019

- Collaborated with product managers and engineers to transform user insights and business requirements into valuable products via rapid exploration, definition, and validation.
- Led the development process of a zero-to-one product, Paperactive, within Teknikio's ecosystem.
- Generated concepts and interactive prototypes swiftly to validate assumptions.
- Conducted two usability research sessions with children (ages 8 to 13) to evaluate new kit ideas.

Creative Technologist • Havas • May 2018 - Aug 2018

- Constructed interactive AR prototypes for Vuse's unboxing experience utilizing Unity Vuforia AR Kit and Three.js.
- Improved user engagement for a non profit by redesigning their website's landing page and donation page; leading to decreased bounce rates and increased donations.
- Communicated design solutions effectively during client meetings using detailed presentations and interactive prototypes.
- Built an immersive photo booth experience, Aura, for the Havas NYC office.

Education

MFA in Design & Technology • Parsons School of Design / GPA 3.86

MSci in Architectural Design • Istanbul Technical University / GPA 4.00

BArch in Architecture • Mimar Sinan Fine Arts University / GPA 3.05

Skills

Product Strategy, Critical Thinking, Adaptability
Figma, Miro, Adobe CC, Sketch, Invision, usertesting.com
User Interviews, Usability Testing, Storyboarding, Prototyping
Html, CSS, Javascript, Node.js, three.js, WebAR