

PROFESSIONAL SUMMARY

10+ years of experience across UI/UX and digital product design. Currently designing e-commerce experiences at Vatan Bilgisayar while independently building and operating urunai.com, a price intelligence platform available across web and mobile. Combines product design, design systems and user experience expertise with hands-on technical knowledge to take digital products from concept to production.

CORE EXPERTISE

Product Design	UI/UX Design · Product Design · Design Systems · Information Architecture · User Flows · Prototyping · Usability Testing · Apple Human Interface Guidelines · Material Design
Product Development	HTML / CSS · React · Next.js · TypeScript · Tailwind CSS

PROFESSIONAL EXPERIENCE

Vatan Bilgisayar — User Interface & User Experience Designer Nov 2018 – Present · Istanbul

- Designs the web and native mobile app experiences of the e-commerce platform of one of Turkey's largest technology retailers.
- Works on core shopping flows — product detail, cart, and checkout — including conversion-focused redesigns of high-traffic journeys.
- Validates design decisions through A/B testing, usability testing, and analytics data.
- Contributes to developing and maintaining the design system shared across web and mobile interfaces.
- Owns the interface design workflow in Figma, from concept and prototyping through developer handoff.

EARLIER EXPERIENCE

Spark / Omia Creative — Graphic Designer 2016 – 2017 · Istanbul

Morhipo — Graphic Design Intern 2014 · Istanbul

INDEPENDENT PRODUCT DEVELOPMENT

urunai.com — Price Intelligence Platform

Apr 2025 – Present

Role: Founder · Product Design · Independent Development (solo) · **Stack:** Next.js · TypeScript · Go · Rust · MongoDB · Redis · Meilisearch · React Native · Docker · Cloudflare

- Independently designed, built, and runs a price intelligence platform for the Turkish market — product discovery, price comparison, price history, and deal tracking — owning the entire product from concept to production.
- Designed the complete user experience: information architecture, user flows, interface layouts, and a reusable design system shared across web and mobile.
- Architected the product as separate services: the main platform and its custom CMS in Go, real-time price-tracking and data-normalization services in Rust, and a custom Rust image CDN.
- Tracks prices continuously across multiple Turkish marketplaces, normalizing product and price data into a single comparable catalog.
- Designed and shipped a React Native companion app to both the App Store and Google Play, keeping the interface consistent with the web experience.
- Runs the platform on self-managed infrastructure with Docker, Nginx, Cloudflare, and automated CI/CD deployments.
- Continuously improves the user experience with real usage and performance data.

EDUCATION

Beykent University

2011 – 2015

Bachelor's Degree, Faculty of Fine Arts — Graphic Design · Graduated with High Honors

Avclar Technical and Industrial Vocational High School

2011

Computer Technologies

ADDITIONAL INFORMATION

Languages

Turkish (native) · English (intermediate reading, basic speaking)