

Design Leader & Principal Designer, UX/UI and Product Design

A seasoned people manager with a full-stack UX, Interaction and Product design background and expertise in designing transformative high-traffic smart digital products leveraging emerging and AI technologies. Dedicated to crafting simple, clean and cohesively trendy user experiences with a strong emphasis on end-user satisfaction and usability.

Key Skills

UX & Product Design

- Ideation, Discovery, UCD & IA
- Design Systems
- Service, Application, Interaction, Product, UX/UI & Visual Design
- Storyboarding & Wireframing
- Task Development & Flows
- User Research & Usability Testing
- Persona, User Journeys & Flows
- Use Cases, Stories & Hypotheses
- Journey mapping

Tools/Software

- Figma, Adobe XD & Sketch
- Adobe CS Cloud
- Other prototyping tools: Principal, Invision, Zeplin, Axure (basic/familiar)
- MS Office, Microsoft Visual Studio
- Miro, Fluid charts
- Jira, Basecamp, Smartsheet, Asana
- Data Analytics & Tools
- Ecommerce design & applications

Coding

- HTML5 / CSS3
- Java Script & jQuery (familiar)
- CMS Design/theming

Technologies

- React JS & Angular JS, Web3, Blockchain, SaaS,
- AI, Gen AI, ML, NLP/NLU, LLMs, DMS, VR
- Agile Dev. & Methodology

Leadership

- Over six years of management experience in building, coaching, mentoring and supervising multivariate designer teams and design managers to achieve exceptional results, delivery of high caliber design work, and a positively encouraging culture where designers grow, learn and do their best work.
- A visionary empath, a thought leader, and an adept people manager committed to fostering positive culture, collaboration, Design Thinking, UCD and Lean Agile UX processes within creative and cross-functional teams.
- Cultivates strong inclusive relationships with diverse design, product, and engineering teams, both locally and globally.
- A solid advocate of end users and customers, strategically aligning business, product, and user objectives to deliver impactful smart technology solutions with high quality usable design and experience.
- Effectively communicates and bridges innovative ideas and solutions across designers, developers, clients, and other cross-professional teams to deliver top-tier solutions.

Career Experience

InstaTech AI Agency Inc., New York City, NY, Vancouver, BC & Berlin, Germany  
Head of Design & Principal Designer, UX/UI & Product Design

May 2022 – Present

Designed a fully new marketing technology platform for Ipsos (a foremost award winning marketing technology company, HQ in Paris, France with offices in Culver City), a new enterprise B2B platform for MGM/Amazon Studios (in Culver City, CA) and several experimental AI products for InstaTech: such as a blockchain and crypto market mobile app, an ecommerce technology for enhancing shopping experience on mobile with voice/conversational AI, and a unique digital music production, distribution and social media mobile app, Bubble™, infused with e-commerce and conversational AI features (powered by ML, AI & Gen AI, NLP/NLU, LLMs, DNS) enabling recording artists and end-users to create, sell, distribute, and share content and connect via social media and customizable features.

- Managed, led and hands-on collaborated with a creative team of 3 senior product designers and a product manager to create innovative features and solutions on the mobile-first and native mobile apps.
- Fostered innovation and creativity by establishing clear, attainable goals, cultivating a positive work culture.
- Managed the comprehensive UX and User Centric product design strategies.
- Improved processes for creating future-forward products, solutions and digital experiences.
- Provided leadership in the best UX practices and product design disciplines, ensuring cohesive interaction styles.
- Shaped short- and long-term product roadmaps. Delegated and managed UX deliverables.
- Conducted and lead performance and design reviews.

Google, Abbott & Deloitte, Los Angeles, CA & NYC, NY (through Cognizant, Akrya & Bitsoft)

August 2021 – Present

**Senior Design Manager & Principal Designer, UX and Product Design | Consultant**

Worked as a consultant Principal UX/UI and Product Designer and Manager for 3 global clients to design their digital products.

- **Deloitte**  
Designed a white-label AI online shopping technology to empower smaller e-commerce retailers to compete with industry giants like Amazon and Walmart by providing a personalized shopping experience that seamlessly integrates with all ecommerce sites. Lead and collaborated two senior designers. Delivered a complete UX with task flows, user journeys, wireframes and high-fidelity prototypes on Figma integrating an iterative end-to-end design process. Implemented virtual assistants, chatbots, etc. on AI technologies such as DMS, NLP/NLU, LLMs.
- **Google**  
Re-designed the UX of a new internal C-level leadership management performance tracking platform for Google's HR department transforming the outdated interaction and style to a trendy and easy to use one. Contributed to Material Design System of Google.
- **Abbott**  
Fully designed the NAVICA Mobile Covid 19 testing and Covid tracking passport app for travellers' quick testing against Covid 19 and their global entrance to countries (<https://www.globalpointofcare.abbott/us/en/product-details/navicacovid-19-app-us.html>), accompanied with BinaxNOW COVID-19 Antigen Self-Tests in the market currently. Designed the full UX strategy, product design, wireframes, and prototype of the app on Figma.

Warner Bros. (through Cognizant), Los Angeles, CA

February 2019 – August 2021

**Senior Design Manager | Principal Designer, UX and UI Design**

Re-designed a new AI-powered internal B2B smart software platform for WB's Residuals Department by streamlining and simplifying complex workflows for six key internal users and resolving all user pain points. Implemented new features to ensure timely global distribution of large entertainment content.

- Redesigned WB's enterprise and online applications by following an iterative user centric design process.
- Hired and managed a diverse, collaborative, and inclusive team of product & UX designers' team, collaborating with 2 product and design managers from WB. (Size of the design team varied from 11 to 15 mid/senior designers depending on the design needs during the project)
- Advocated and contributed to WB's consistent high-quality design and strategy, aligned with creative business, product vision and goals.
- Provided positive leadership and mentorship to the product design team with hands-on collaboration and supervision.
- Managed performance reviews, conducted design reviews, set goals for designers with objectives and provided mentorship, constructive feedback and education to designers in their passionate area of UX and product design.
- Monitored and managed team performance and organized periodic performance evaluations.
- Identified skill gaps and implemented training programs to enhance the team's capabilities. Fostered a creative, innovative, and transparent culture.
- Defined, executed, and improved UX Design methods, principles and practices to achieve the required UX quality.
- Worked on Product and UX design strategy and defined road maps.
- Worked with stakeholders, engineers, and power users to define user requirements and stories based on many use cases and scenarios, user pain points and new user requirements for new features.

- Partnered and collaborated closely with product managers, engineers, content designers, user experience researchers, data scientists and business analysts on global and local teams effectively on daily basis.
- Delivered the first design system for WB internal platforms.
- Facilitated user research and testing sessions as part of product design process and cadence on robust prototypes and integrated the findings back to the new comps.
- Delivered high-fidelity design solutions and prototypes on Adobe XD & Figma with ideas shared on Miro and project management on Jira.

Activision/Blizzard, Santa Monica, CA  
**Design Lead & Manager, UX/UI Design**

July 2017 – December 2018

Fully designed the UX of Call of Duty Games' inaugural Companion Mobile App on iOS/Android, highly acclaimed with a 5-star rating on app stores. The app offers game-specific information, news, live streams, community engagement, tips, videos, and interactive features such as chatting and voting on maps, improving gameplay for new and intermediate gamers, resulting in decreasing the churn rate by 60% and increasing in-game sales by 80% the year it was launched.

- Led a team of 4 UX/UI designers, collaborated with a Product Owner (PO), 4 stakeholders, and 6 mobile app developers throughout the entire COD project cycle fostering a productive, collaborative, and positive work environment.
- Introduced new UX design tools (Figma, Adobe XD, Principle) to facilitate cross-team collaboration and prototyping.
- Developed comprehensive UX strategies for COD titles' marketing products, including conversational/voice-activated Alexa and Virtual Reality (VR) features, catering to millions of global fans. Created chatbots, and virtual assistants for educational purposes to help gamers
- Designed a full-scale design system for Activision designers and developers, ensuring consistency and efficiency in design and front-end development processes.
- Designed MyCOD.com website aligned with the mobile app, featuring new interactive features, gamification elements, and marketing campaigns.
- Implemented new features like in-game purchases using cryptocurrencies to enhance player engagement and monetization.
- Designed user data visualization analyses, leaderboards, and personalized gameplay tips to optimize daily engagement and competitive game play.
- Provided supervision and leadership to maintain best practices of UX/UI and User Centric Design applications.
- Conducted user research, ideation, wireframing, mock-up design, and prototyping to iterate and refine features.
- Led regular A/B, multivariate, usability and user testing sessions to validate and improve feature designs before development.

Disney Studios Technologies, Burbank, CA  
**Senior UX/UI Design Lead | Consultant**

October 2016 – July 2017

Led the full UX design of Disney's highest budgeted development Project to build a fast automated bullet-proof platform by transforming and re-building internal and transactional Residuals | ReRun2 Software. It cut down human errors to ZERO and lowered the long processing workflow time by 90% among 5 types of users which saved the company hundreds of thousands of dollars in a year.

- Teamed up with 3 senior UX/UI designers and worked with 2 stakeholders, 6 business analysts, 2 POs, scrum master and an engineering lead managing a team of 50 global engineers.
- Worked on IA, workflows, task flow diagrams, user journey diagrams for five different users from analysts to managers, cohesive and consistent interaction design patterns that are intuitive easy-to-use features on high fidelity prototypes.
- Integrated the best practices of user research, usability, UX and UCD methodologies.
- Routinely conducted user testing methods on new features, such as multivariate and A/B testing.
- Contributed to HEX, Disney's first design system, to bring coherence and "Disney brand product identity" to the company's 140 digital products and services.

Moneris Solutions, Vancouver, BC

January 2013 – October 2016

**Digital Art Director & Manager | Principle UX/UI Designer**

From ideation to completion, designed and prototyped best-in-class digital products and portals below for Moneris: - [www.giftcertificates.ca](http://www.giftcertificates.ca) - Sold 2M gift cards, made 6M dollars profit with a 95% increase in ROI in the first year after it was launched.

- PAYD & PAYD PRO, Mobile payment transaction apps developed for small businesses, available on App Stores. - Moneris's Virtual Gift Card app, featured on [marketingmag.ca](http://marketingmag.ca) ([read here](#)), made Moneris as a leading Canadian tech company for delivering an innovative virtual card app in a billion-dollar gift and loyalty industry. - Mobile banking apps of Royal Bank of Canada and Bank of Montreal (Available on iTunes App Store®).

- Managed, supervised and lead a team of 3 UX, interaction and visual designers.
- Designed UX strategies, unique task flows, interaction models, iterations of wire frames and high-fidelity mock-ups.
- Conducted design QA to integrate the mockups in clean HTML5 + CSS3 + Javascript frameworks.

OneWorld Accuracy, Vancouver, BC

February 2010 – November 2012

**Creative Director, UX/UI & Product Design, Marketing Technologies**

Re-designed the company's old platform, DigitalPT to a trendier and easier to use online smart software, OASYS, used by thousands of lab technicians in 35 countries, which ended up a measured 40% ROI and 65% increase in new users within a year, and about 80% shorter time in completing tasks such as logging in big and time-sensitive lab data on daily basis.

- Managed and supervised 3 senior designers and collaborated with 17 IT developers in Agile development.
- Re-branded the parent company and positioned its new identity as green, sustainable and globally connected community.

Best Buy, Vancouver, BC (through Teksystems)

January 2008 – February 2010

**E-Commerce UI Design Lead (Consultant)**

Transformed Best Buy and Future Shop ecommerce sites to a Web 2.0 compliant XHTML + CSS + Javascript framework integrated with JQuery, Flash and Social media APIs, with more user centric and usable UX in ASP.Net 3.5 Ajax platform.

- Lead and collaborated with a 5 people GUI design team.
- Creatively positioned new and existing/old content on new UX, based on customer needs and journeys

**EDUCATION**

- UX/UI and Interaction Design and Front-end Development / Senior Tech. Management, BCIT, Vancouver, BC
- Certification of Usability Analyst and UX Specialist, Human-Factors International, Seattle, WA
- Bachelor of Art and Design, Reijks Royal Academy of Art, Amsterdam, Holland (Partial completion)
- Bachelor of Science, METU, Ankara, Turkey

**INTERESTS**

- Emerging and Intelligent new technologies. Contemporary and experimental art and design. Full 3-D immersive experience design of everything. Travelling, indie music, movies, and documentaries.
- Healthy, sustainable, green, and organic living. Neuroscience. Volunteering in community activities.
- Beach volleyball, surfing, SUP, hiking, biking, skiing, sailing, yoga, meditation and tennis.