

# Ebru Yurtseven

Senior Product Designer | UX/UI

+90 544 358 58 85 | ebruyurtseven@gmail.com | Istanbul, Turkey | English: Professional Working Proficiency

[Portfolio](#) | [LinkedIn](#) | [Behance](#) | [Dribbble](#) | [Medium](#) | [Figma — Some Works](#) | [Figma — Allianz Works](#)

## SUMMARY

---

Senior Product Designer with 5+ years of experience leading end-to-end UX/UI design for digital products in fintech, insurance, and enterprise technology. Specializes in design systems, information architecture, and cross-functional collaboration to deliver scalable, user-centered solutions. Proven track record of measurable business impact — reducing drop-off rates, accelerating time-to-market, and increasing user engagement through data-driven design strategies.

## CORE SKILLS & TOOLS

---

**Design:** User-Centered Design, Information Architecture (IA), Interaction Design (IxD), Responsive Design, Wireframing, High-Fidelity Prototyping, Design Systems, Iconography, User Personas, Journey Mapping, A/B Testing

**Methodologies:** Agile/Scrum, Design Sprints, Usability Testing, Stakeholder Management, Cross-functional Collaboration, Product Development Process

**Tools:** Figma, Adobe XD, Sketch, Adobe Creative Cloud, Miro, Zeplin, Framer, VS Code

**Sectors:** Fintech, Insurance, Digital Ecosystems, Enterprise Technology

## EXPERIENCE

---

### Allianz Türkiye (via ting) — Senior UX/UI Designer | Customer Journey & Communication Design

Aug 2023 – Nov 2025 | Istanbul (Hybrid)

Led end-to-end UX/UI design across Allianz'■m App, Web Platform, and DigitALL digital ecosystem as a core member of the Product Development team.

- Delivered end-to-end design solutions for web and mobile platforms, aligning user needs with business objectives in an agile environment.
- Built and maintained a component library and design system in Figma, ensuring visual and interaction consistency across all digital touchpoints.
- Created detailed user personas and journey maps to redesign checkout flows based on behavior analytics, resulting in a 15–20% reduction in policy renewal drop-offs.
- Designed new partner-led service models for financial and non-financial ecosystems, contributing to a 12% increase in Monthly Active Users (MAU).
- Implemented a synchronized Figma-to-code handoff workflow in collaboration with engineering teams, reducing time-to-market for new digital services by 40%.
- Collaborated cross-functionally with product managers, engineers, and stakeholders to align design decisions with product roadmap priorities.

### Texinsight — UX/UI Designer

Apr 2022 – Aug 2023 | Istanbul (Hybrid)

- Applied interaction design principles to optimize dashboard UX for cloud-based platforms, resulting in a 25% increase in user task completion speed.
- Created high-fidelity wireframes and interactive prototypes in Figma to facilitate stakeholder alignment, reducing design iterations by 20%.
- Established a user-centered design framework in coordination with engineering teams, resulting in a 25% decrease in usability complaints within the first quarter.

## **Towercraft / T-HUB — Visual Designer (Freelance)**

*Sep 2021 – Apr 2025 | Kocaeli*

- Improved visual consistency by 20% across 30+ projects spanning brand identity, digital product design, and UI components.

## **Ceka Group — Graphic Designer**

*Mar 2021 – Nov 2021 | Istanbul (On-site)*

- Designed brand and marketing materials, establishing visual communication standards across the company's digital and print channels.

## **AWARDS & RECOGNITION**

---

- Sardis Awards (2024): 3 Gold, 1 Silver — Excellence in digital financial services
- Stevie® Awards (2025): 2 Gold, 1 Silver — Best use of digital channels
- Hammers Awards (2024): 3 Industry Awards — Digital transformation performance
- CX Awards Turkey (2025): Silver — Best Product/Service Development

## **EDUCATION**

---

- Gazi University — B.Sc. Industrial Product Design (2020)
- Suleyman Demirel University — Furniture and Decoration (2011)

## **CERTIFICATIONS & CONTINUING EDUCATION**

---

- UX & Product Design: Google UX Design Professional Certificate; Product Design, Prototyping & Testing (University of Maryland); User Experience for Web Design (LinkedIn)
- Agile & Project Management: Agile Foundations & Scrum: The Basics (LinkedIn); Product Management (Coderspace); Enterprise Design Thinking Practitioner (IBM); Women In Tech (Coderspace)
- Visual & Interaction Design: Visual Elements of User Interface Design (CalArts); UX Foundations: Interaction Design (LinkedIn); JR UX Designer (Userspots); UX Introduction Training (Gazi University)