

A seasoned Product Designer specializing in **0 to 1 projects** and developing user-centered design solutions for complex domains. I excel in transforming complex requirements into intuitive and impactful designs. My expertise extends to fostering cross-functional collaboration to enhance user experience and achieve strategic business goals. Known for my strategic thinking and creative problem-solving abilities, I thrive in dynamic teams, driving innovation and design excellence.

Work Experience

Picus Security / Product Designer / Remote

January 2020 - Present

Pioneer of Breach and Attack Simulation

As a foundational member of the product design team at Picus Security, I led the 'Digital Transformation' project, directly influencing a **\$24 million Series B investment**. This project was the main reason for exponential growth, expanding our customer base from **50 to 350+ in just 2 years**. Through a design philosophy centered on simplicity and usability, we transformed the cybersecurity BAS landscape globally, leading to our recognition as the Customer's Choice for BAS in 2024, with a top industry rating of 4.8/5.

- Led the end-to-end evolution of an on-premise solution to a leading **B2B SaaS web platform**, managing **20+ projects** including technical and core functionalities like authentication, user and account management, announcement system, 2FA, and monetization solutions. My pivotal role transitioned Picus to a **market-leading position**, enhancing the company's strategic direction.
- Designed an intuitive interface for the Threat Builder, resulting in **winning 2 major contracts** right after the beta version, which directly increased the company's revenue and achieved a **50% adoption rate** among newly registered users. Demonstrated excellent collaboration skills, working with 10+ colleagues to excel in complex domain-specific requirements.
- Led the MVP project for the Attack Surface Validation Tool, which was the 4th product to transform the Picus Application into an all-in-one platform. Demonstrated strategic thinking abilities by ensuring a **scalable design** that supports integration from 5 to over 100+, and displays data ranging from 1,000 to 500,000, incorporating advanced filtering and search capabilities for easy analysis and seamless usability.
- Led the design and implementation of the URL Filtering Module, achieving a **60% configuration success rate**, indicating a strong user adoption and a user-friendly interface that surpassed platform averages.
- Established +5 design documentation templates and guidelines, improving efficiency and ensuring consistent and high-quality design outputs.
- Nurtured cross-functional collaboration by organizing **10+ workshops and internal usability testing** sessions with engineering teams resulting in increased product knowledge, empathy for the user, and UX knowledge.
- Fostered a design culture among the remote UX team of 6 and drove positive cultural changes within the company by organizing 15+ daily and weekly team-building activities.

Robert Bosch GMBH / UX & Service Designer (Fixed-Term) / Stuttgart, Germany

March 2019 - August 2019

- Contributed to 5+ ideation workshops, analyzed user research data, and developed storyboards, personas, and customer journey maps for the Bosch Smart Home Application project as part of a UX team of 4, ensuring alignment between user needs and business objectives. Successfully pitched the design concepts to the VP of Business Model Innovation.

Kaizen Technology / Visual Designer (Freelancer) / Remote

April 2018 - March 2019

- Designed all materials for Tektuş, an IoT Smart Ordering Product, such as the brand logo, QR & NFC tags for brand collaborations with Arçelik and Unilever, and all printed & digital marketing assets.

Education

Politecnico di Milano / MSC, Product Service System Design / Milan, Italy

August 2019

Bilkent University / BA, Interior Architecture and Environmental Design / Ankara, Turkey

June 2016

Skills

UX Methods User Flows | Wireframe | Mock-up | Prototyping | User Research | Usability Testing | Storyboard | Journey Map

Tools Figma | Miro | Adobe Creative Cloud | Sketch | Zeplin | Jira | Confluence | Heap | Hotjar

Achievements

Interaction Design Foundation

Agile Methods for UX Design (IDF)

2023

Creativity: Methods to Design Better Products and Services (IDF)

2022

Human-Computer Interaction (IDF)

2021

Become a UX Designer From Scratch (IDF)

2021

Deloitte Italia

1st Place at Deloitte Hackathon, Dive In Mobile App, Deloitte Italia

2018