

EMRE AY

Senior Product Designer (UX/UI)

Zaandam, Netherlands | +31-6-854-27-129 | hello@erturkemreay.com | [linkedin.com/in/erturkemreay](https://www.linkedin.com/in/erturkemreay) | medium.com/@eead

Senior Product Designer with 10+ years of experience designing intuitive, data-driven products for complex systems across fintech, health, and creative industries. Skilled at turning intricate user journeys into clear, engaging experiences, from onboarding flows to large-scale design systems that improved delivery speed by 65% and reduced drop-offs by 30%.

You can view my work at www.erturkemreay.com

For recent and NDA-protected: www.erturkemreay.com/archive

PROFESSIONAL EXPERIENCE

Freelance Consultant

August 2025 - Present

Sr. UX/UI Designer – Product Designer

- Currently consulting independently with startups, fintech companies, and design agencies on design system consulting and product experience audits.

VeriPark

January 2019 – August 2025

Sr. UX/UI Designer - Product Designer

- Led end-to-end design for complex digital workflows, transforming multi-step processes into intuitive guided flows that improved clarity and reduced user drop-offs by 30%.
- Designed data-driven dashboards and interactive modules that simplified complex information and improved decision-making efficiency.
- Built and governed a scalable design system adopted by 15+ projects, cutting delivery time by 65% and ensuring consistency across platforms.
- Conducted user research, usability testing, and data analysis to validate design decisions and continuously improve engagement.
- Mentored and coached designers in UX principles and product thinking, with 80% advancing into senior or leadership roles.

Project House - HAVAS

April 2014 – January 2019

Art Director - UX&UI Designer

- Successfully designed and launched 10+ corporate websites, intranets, campaign microsites, and e-commerce platforms for major brands in automotive, retail, finance, and FMCG.
- Collaborated with creative directors, copywriters, and marketing teams to develop digital concepts aligned with brand and campaign objectives.
- Led the design lifecycle from wireframes to high-fidelity deliverables, ensuring smooth developer handoff with detailed specifications.
- Applied early-stage product design thinking to create reusable UI patterns and visual systems that improved consistency across multiple projects.
- Conducted usability and A/B testing to optimise engagement, conversion, and overall user experience.

gri{creative}agency

January - July 2013

Jr. Web Designer

PixelPlus

September 2011 - January 2013

Jr. Designer

CORE & TECHNICAL SKILLS

Design Tools: Figma, Framer, Sketch, Adobe XD, Axure RP, Adobe Photoshop, Adobe Illustrator, Miro

Design Expertise: Product Design & UX Strategy, Data Visualization & Dashboard Design, Design Systems & Scalable UI Components, High-Fidelity Prototyping, Native App Design (iOS & Android), Accessibility-Focused UI, Behavior-Driven Design

AI & Data-Driven Design: AI-Assisted UX Design, Responsible AI Principles, Data-Driven Insight Translation, Human-AI Interaction Patterns, Design for Explainability & Trust, Generative UX Research

Research & Testing: User Research, Usability Testing, A/B Testing, Data-informed Design Decisions

Management & Leadership: Team Leadership, Mentoring, Intern Training, DesOps Process Management, Design Reviews, 1:1 Coaching, Team Vision Alignment

Project Management & Collaboration: Agile Methodology, Scrum, Cross-Functional Teams, Stakeholder Communication, Remote Collaboration

Design & Compliance: Accessibility Standards (WCAG), Responsive Design, Design Tokens

EDUCATION

Graphic Design

Beykent University - Istanbul, Turkiye

2011

LANGUAGES

Turkish	-	Native
English	-	Professional working proficiency (C2)
Dutch	-	Elementary proficiency (A1)

CERTIFICATIONS

UXCEL

[Design Composition](#), [Design Terminology](#), [Typography](#), [UI Components I](#), [UI Components II](#), [UX Design Foundations](#), [UX Writing](#), [Wireframing](#), [Color Psychology](#), [Accessibility Foundations](#),

USERSPOTS

[Advanced UX](#)