EMRE AY

SENIOR PRODUCT DESIGNER (UX/UI)

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PROFILE SUMMARY

Senior Product Designer (UX/UI) based in the Netherlands with 10+ years of experience crafting data-driven products for Fintech, Banking, and Enterprise SaaS. Specialist in scaling design systems and simplifying complex workflows in regulated environments. Proven experience leading design teams and contributing to measurable product outcomes, including accelerating delivery by 65% and reducing user drop-offs by up to 30%. Combines strategic product thinking with hands-on execution across web and mobile platforms.

TECHNICAL SKILLS

Product & Ux Design: UX & Product Design · Design Systems & Scalability · **Information Architecture (IA)** · **Complex User Flows** · **Accessibility (WCAG)** · Data Visualization & Dashboards · Web & Mobile Product Design

Domain Expertise: Enterprise SaaS & B2B Platforms · Fintech & Digital Payments · E-commerce & Checkout Flows · Data-heavy & Regulated Systems · Back-office & Operational Tools

Process & Leadership: Product Discovery & Validation · User Research & Usability Testing · A/B Testing & Funnel Analysis · Cross-functional Collaboration (Product, Engineering, Business) · Agile Product Teams

Tools: Figma, Framer, Axure RP, Adobe Creative Suite, Miro

Design Leadership: Design Leadership & Mentoring · Design Ops & Workflow Standardization · Stakeholder Management

KEY ACHIEVEMENTS

· **Design System Scale:** Scaled and led the adoption of a design system across **15+ enterprise banking projects**, accelerating delivery timelines by **65%**.

· **User Retention:** Redesigned complex, multi-step financial workflows, directly **reducing user drop-offs by up to 30%** through improved usability.

· **Industry Recognition:** Delivered **award-winning** digital and UX-led projects for global brands during agency tenure within an international creative network.

WORK EXPERIENCE

Independent Product Designer (Consulting), *Zaandam (Remote)*   **08.2025 - Present**

· Consulting for startups, fintech companies, and design agencies on design systems, product experience audits, and UX strategy.

· Operating as an embedded product designer, owning end-to-end design processes from discovery to delivery.

· Contributing directly to product roadmap discussions, prioritization decisions, and cross-functional alignment with product and engineering teams.

VERIPARK   **01.2019 - 08.2025**

Senior Product Designer (UX/UI) & UX Team Lead, Istanbul

Global provider of Omni-Channel delivery, CRM, and Digital Banking solutions

· Led and coordinated a UX team of designers and interns, aligning design execution with product, engineering, and business teams across parallel enterprise banking projects.

· Architected and scaled VeriPark's WCAG-compliant Design System, adopted across 15+ enterprise banking projects, improving consistency and reducing delivery time by 65%.

· Defined and standardized end-to-end design workflows, covering discovery, wireframing, service design, prototyping, and validation.

· Established design ownership and communication standards to improve cross-team clarity and delivery predictability in complex, multi-stakeholder enterprise environments.

· Mentored designers through structured reviews and skill-based coaching, with 80% progressing into senior or leadership roles.

· Worked directly with bank stakeholders and end-users to optimize live systems through data-informed analysis and iterative testing, contributing to up to 30% reduction in user drop-offs.

Senior Product Designer (UX/UI), Istanbul   *01.2019 - 01.2020*

· Designed complex, data-heavy banking workflows, including onboarding, transaction flows and operational dashboards for enterprise financial institutions.

· Translated fragmented requirements, regulatory constraints and technical limitations into clear,user-centred product flows.

· Collaborated closely with product owners, engineers and analysts to validate assumptions and improve usability across live platforms.

· Contributed to the early foundations of the design system by defining reusable UI patterns and interaction principles.

HAVAS CX (PROJECT HOUSE)   **04.2014 - 01.2019**

Part of Havas Creative Network, a global communications group

Senior UX/UI Designer*, Istanbul*

· Designed and delivered digital experiences including corporate websites, intranets, campaign platforms and e-commerce solutions for large-scale brands across multiple industries.

· Led full design processes from wireframes to high-fidelity interfaces, ensuring consistency and usability across platforms.

· Worked closely with creative, marketing and development teams to translate business and campaign requirements into user-centered digital solutions.

· Applied early product and UX principles to improve usability, structure and engagement across diverse digital projects.

EDUCATION

Beykent University, Istanbul | **B.A. in Graphic Design** | *2009 – 2011*

LANGUAGES

English – Professional working proficiency

Turkish – Native