

Şirin Şen

Senior Product Designer

Portfolio: sirinsen.com

LinkedIn: [inkedin.com/in/sirinsenn](https://www.linkedin.com/in/sirinsenn)

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Phone: +90 534 926 00 44

ABOUT ME

With 5 years of product design experience, I am a dedicated professional crafting innovative solutions that seamlessly integrate aesthetics and functionality. My expertise spans finance, e-commerce, and streaming products across iOS, Android, desktop, and big screens.

WORK EXPERIENCE

SENIOR PRODUCT DESIGNER | HEPSIBURADA

July 2023 - Present

PRODUCT DESIGNER

Apr 2022 - July 2023

- Conduct user research and create user personas to understand their needs and motivations
- Ideate and sketch design concepts based on insights gained from research
- Develop and test high-level prototypes, collecting user feedback to refine designs
- Design end-to-end user flow and final user interface
- Collaborate with developers, product managers and other team members to implement their designs
- Build and support design system
- Maintain a user-centric design approach, always aiming to enhance the user experience

Project Highlights:

- Doubled the number of users acquired in one day by creating a touchpoint experience where users can become loyalty program members with a single click.
- 6% of users in one month were acquired through Invite a Friend, in the first month after launch.

PRODUCT DESIGNER | BLUTV

Feb 2021 - Apr 2022

- Conduct user-centric research and analyse outcomes
- Ideate and define high-level solutions to problems through product requirements and user needs
- Design end-to-end user flow and final user interface
- Develop and test high-level prototypes, collecting user feedback and validate designs
- Collaborate with product and engineering teams to define the future of product experiences for the user
- Build and maintain web, mobile, and Smart TV design systems

Project Highlights:

- With the 'Watch trailer' button placed in the hero area, there was a 30% increase in the rate of adding content to the watchlist, and a 12% increase in the viewing rate of items added to the list.
- Completed Smart TV experience & interface design and design system within 3 months

SKILLS

- User Experience Design
- User Research
- Heuristic Evaluation
- Workshop Facilitation
- Information Architecture
- User Flow
- Wireframe
- Prototyping
- Usability Test
- User Interface Design
- Data driven design
- Design Systems
- Agile

TOOLS

- Figma
- FigJam
- Sketch
- Principle
- InVision
- Miro
- Adobe Illustrator
- Adobe Photoshop

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WORK EXPERIENCE

UX DESIGNER | I-AM

Nov 2018 - Feb 2021

- Understood and defined user goals, motivations, and behaviours through the qualitative and quantitative research
- Conducted workshops with stakeholders to define their objectives
- Created user personas, journey maps, and wireframes to represent and guide the user experience
- Generated design strategies and concepts based on workshop outcomes and businesses objectives
- Designed the user interface layout, information architecture and navigation flow
- Develop high-level prototypes, collecting feedbacks to validate designs
- Tested design concepts and iterate based on user feedback
- Collaborate with UI designers, developers and product managers, to deliver a seamless user experience for the final product

Project Highlights:

- Designed and successfully launched 5+ projects: e-commerce, financial apps, SaaS and customer facing internal tools.

CERTIFICATIONS

Data-Driven Design: Quantitative Research for UX

Interaction Design Foundation, Jan 2022

UX Management: Strategy and Tactics

Interaction Design Foundation, Jun 2022

EDUCATION

BSc. Industrial Product Design

Istanbul Technical University, Turkey
2013 - 2018

BA Product Design

Erasmus Student

Sheffield Hallam University, UK
2015 - 2016, Spring Term