Iris Eskinazi | Product Designer

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Creative and analytical Product Designer with 5+ years of experience delivering user-centered digital solutions in automotive, fintech, and HR tech. Co-founded a HR-tech SaaS platform serving thousands and led UX/UI design for mobile apps with over 150K active users. Expertise in data-driven user research, prototyping, and design systems, with a proven ability to align business goals with scalable design solutions. Seeking to contribute to innovative product design teams in international markets.

Professional Experience

Senior UI/UX Designer, DOGUS TECHNOLOGY   *April 2024 - present*
UI/UX Design Specialist   *April 2022 - April 2024*
Junior UI/UX Designer   *August 2020 - April 2022*

- Led UX/UI design for Galataport's mobile app, a key platform for Istanbul's cultural & commercial hub, serving 150K+ users with a 4.6-star rating. Spearheaded persona creation and journey mapping, boosting user satisfaction by 20%.
- Designed SEAT and CUPRA apps for the Turkish market of global automotive brands. Optimized user journeys targeting a 25% reduction in support queries upon launch, delivering a seamless user experience.
- Conducted cross-cultural UX research for an international finance platform, navigating cultural differences and leading usability testing, resulting in a 15% increase in user engagement and improved platform usability.
- Created and implemented design systems for large-scale products, collaborating with development teams to cut design time by 30%, ensuring consistency leading to faster development cycles and better collaboration across departments.
- Key member of the design team, mentoring 5+ interns and enhancing design processes. Consistently enabled effective collaboration with product, engineering, and business teams, delivering user-focused solutions.
- Oversaw client-facing medium to long term relationships and stakeholder feedback to iteratively improve design solutions, ensuring alignment with business goals while advocating for user experience.

Co-Founder & Product Designer, HYBEE   *February 2022 - present*

- Co-founded an innovative workplace management platform, solving real challenges such as hybrid office coordination and resource optimization for large enterprises, serving thousands of users across major corporate clients in Turkey.
- Developed and pioneered the product design from ideation to launch for a user-centered, easy-to-use SaaS solution across web, mobile, and admin platforms, applying enterprise UX expertise to align design with business goals.
- Pitched the product at international startup events, raising brand awareness and cultivating strong relationships with investors, advisors, and strategic stakeholders throughout the product's growth.
- Headed interdisciplinary teams to engineer seamless integrations with external platforms, iterating on user feedback and market research, resulting in a 90% user satisfaction rate and enhanced operational efficiency.

Digital Art Direction Intern, ZON CREATIVE AGENCY   *June 2019 - August 2019*

- Designed visual communication and branding projects for key clients, enhancing social media campaigns. Improved digital content engagement by 15% through effective design principles and visual storytelling.

Product Manager Intern, MINDSPACE   *June 2018 - August 2018*

- Contributed to the development and testing of a Cloud-Based Call Center platform, improving user experience and optimizing system workflows through refined analytics specifications and rigorous testing.

Interaction Design Researcher, HAPPERN   *October 2017 - June 2018*

- Conducted interaction design research, analyzing user behavior and testing innovative concepts to inform design decisions in an interactive information design project.

Education

KOC UNIVERSITY | Istanbul, Turkiye
BA in Media & Visual Arts (Cum Laude - GPA: 3.90/4.00)   *February 2017 - June 2020*
BSc in Industrial Engineering   *September 2015 - June 2020*

POLITECNICO DI TORINO | Torino, Italy
Erasmus Exchange Program (Engineering and Management Masters Classes)   *September 2018 - February 2019*

Additional Skills

- **Language:** Turkish - Native, English - Bilingual, Spanish - Beginner
- **Tools:** Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Zeplin, Microsoft Office, SQL, Google Analytics
- **Certificates:** Information Visualization - Interaction Design Foundation (2021), Google Analytics Individual Qualification - Google (2021), Enterprise Design Thinking Practitioner - IBM (2021), Design Certificate - Koc University (2020), Service Operations Certificate - Koc University (2020)