

Şirin Şen

Product Designer

Portfolio: sirinsen.com

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ABOUT ME

Product Designer (5+ years) specializing in user-centric, data-driven digital experiences. Strong background in e-commerce, streaming, fintech, prototyping, and scalable design systems across web, mobile, and Smart TV.

WORK EXPERIENCE

Turkish Technology / Senior Product Designer

Dec 2025 - Present

Leading end-to-end design for a Modern Airline Retailing platform, driving user-centric, scalable solutions across complex travel journeys. Partnering closely with product, engineering, and business stakeholders to translate customer and operational needs into cohesive digital experiences that enable continuous product evolution and innovation.

Hepsiburada (NASDAQ: HEPS) / Expert Product Designer

Apr 2022 - Nov 2025

Drove end-to-end product design by leading user research, defining scalable user flows and UI, validating solutions through prototyping and testing, partnering closely with product and engineering leaders, and building design systems that enabled consistent, high-quality experiences across products.

Key Achievements:

- Doubled daily user acquisition by introducing a one-click Premium membership touchpoint
- Achieved 6% user acquisition within the first month through the launch of the Invite a Friend feature

Warner Bros. Discovery Türkiye (formerly BluTV) / Product Designer

Feb 2021 - Apr 2022

Led user research and insight synthesis to drive strategic product decisions, translated complex user and business needs into scalable solutions, owned end-to-end user flows and UI across platforms, validated outcomes through prototyping and testing, partnered with product and engineering leaders, and built scalable design systems for web, mobile, and Smart TV.

Key Achievements:

- Drove a 30% increase in watchlist additions and a 12% uplift in watch rate by introducing a "Watch Trailer" CTA in the hero area, improving content discovery and engagement
- Led the end-to-end Smart TV experience, interface design, and design system delivery within 3 months, establishing a scalable foundation for future platform growth

SKILLS

- User Experience Design
- User Research
- Heuristic Evaluation
- Wireframe
- Prototyping
- Usability Test
- Data driven design
- A/B Testing
- User Interface Design
- Workshop Facilitation
- Information Architecture
- User Flow
- Design Systems
- Accessibility
- Agile work

TOOLS

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

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WORK EXPERIENCE

I-AM Associates / UX Designer

Nov 2018 - Feb 2021

Led user research and workshops to define user and business goals, translated insights into personas, journeys, and design strategies, designed end-to-end UX flows, validated solutions through prototyping and testing, and collaborated closely with design, product, and engineering teams to deliver seamless user experiences.

Key Achievements:

- Successfully designed and delivered 5+ client projects across e-commerce, fintech, SaaS, and customer-facing internal tools, managing multiple workstreams end-to-end within a fast-paced agency environment.

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, Erasmus Exchange
Program