

Şirin Şen

Senior Product Designer

Portfolio: sirinsen.com

LinkedIn: linkedin.com/in/sirinsenn

Email: sirin.ssen@gmail.com

Phone: +905349260044

ABOUT ME

As a Senior Product Designer with over 5 years of experience, I specialize in crafting user-centric digital experiences that combine functionality with aesthetics. I have a proven track record in the e-commerce, streaming, and financial sectors, driving user engagement through data-driven design and strategic collaboration with cross-functional teams. My expertise includes developing and testing prototypes, building design systems, and enhancing user experiences across web, mobile, and Smart TV platforms. I thrive in fast-paced environments, consistently delivering innovative solutions that meet business and user needs.

WORK EXPERIENCE

SENIOR PRODUCT DESIGNER | HEPSIBURADA

July 2023 - Present

- Conduct user research and create user flows 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 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 daily by creating a touchpoint where users can have Premium membership with a single click.
- 6% of users in one month were acquired through Invite a Friend, in the first month after launch.

PRODUCT DESIGNER

Apr 2022 - July 2023

PRODUCT DESIGNER | BLUTV

Feb 2021 - Apr 2022

- Conduct user 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, collect user feedbacks and validate designs
- Collaborate with product and engineering teams to define the future of product
- 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
- 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 Evaluation
- Sketch
- Miro
- Adobe Illustrator
- Adobe Photoshop

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WORK EXPERIENCE

UX DESIGNER | I-AM

Nov 2018 - Feb 2021

- Understand and define user goals, motivations, and behaviour through the qualitative and quantitative research
- Conduct workshops with stakeholders to define their objectives
- Create user personas, journey maps, and wireframes to represent and guide the user experience
- Generate design strategies and concepts based on workshop outcomes and businesses objectives
- Design user interface layouts, information architectures and navigation flows
- Develop high-level prototypes, collecting feedbacks to validate designs
- Test 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, Erasmus Exchange
Program