

📍 Eskişehir, Turkey ✉ hello@zeynepyildiz.design in linkedin.com/in/zet96 w zeynepyildiz.design

//01 SUMMARY

I am a Senior UI/UX Designer with **6+ years** of experience across banking, B2B platforms, and large-scale enterprise products. I specialize in UX research, interaction design, and design systems, with a strong track record of delivering scalable banking and fintech experiences that improve conversion, reduce user drop-off, and increase task completion rates — while also working as a **UX Mentor and Consultant** with national and international brands.

//02 EXPERIENCE

TOM Bank Dec 2023 — Present
Senior UI/UX Designer

- Designed core banking flows including onboarding, money transfer, payments, card management, and campaign experiences.
- Led end-to-end design and delivery of mobile and web banking experiences under aggressive timelines, including complex credit and onboarding flows.
- Optimized mobile funnels, contributing to increased conversion rates and reduced user drop-off across key journeys.
- Improved usability and interface clarity through data-informed, iterative design decisions.
- Led experience design beyond the mobile app, including dealer portals, corporate websites, and a dedicated SME platform.
- Worked closely with product, engineering, and business teams to align UX outcomes with business objectives; conducted user research and usability testing, translating insights into tangible product improvements.

Userspots Sep 2021 — Dec 2023
Product Designer / UX Consultant

- Led end-to-end Product Design, UX Research, and Service Design for enterprise clients across multiple industries.
- Planned and conducted user interviews, usability testing, mental model workshops, and competitive benchmarking in a hands-on role.
- Synthesized research findings into expert analyses and comprehensive reports, translating them into actionable product and service recommendations.
- Designed information architecture, wireframes, and interaction models for complex, large-scale platforms, owning the full design lifecycle.
- Provided mentorship throughout design and research processes, contributing to higher quality, consistency, and impact across teams.
- Sabancı ARF (Advanced Research Forum) Mentoring Program — Participant (selected for a program focused on research and design excellence).

MAIN CLIENTS

Tüpraş · THY · Aktifbank · Koç · Vodafone · Yemeksepeti (Delivery Hero) · Eczacıbaşı · Hektaş · PayTR · BNP Paribas

CRWizard Jul 2020 — Sep 2021
Junior UI/UX Designer

- Owned the end-to-end UX and UI design of complex B2B dashboard products serving platforms for Avansas and Getir.
- Designed data-heavy interfaces, including table-driven views and rule/condition configuration screens, with a strong focus on usability and clarity.
- Led UX research, user testing, and feedback cycles to improve product performance and operational efficiency.
- Built and maintained a dedicated design system, ensuring consistency, scalability, and faster development cycles.
- Worked closely with stakeholders to translate complex business requirements into scalable, user-centered UX/UI solutions.

Selected Projects — AI-Driven Interfaces 2022 — 2023
Product Designer · Independent

- Designed AI-powered user interfaces for image editing and media processing workflows.
- Translated complex AI processes into intuitive, controllable user experiences through research and usability testing.

//03 AWARDS

- **International Finance Awards 2024 — Most User-Friendly New Mobile Banking App**
Project: Hadi App
- **Golden Spider Awards — 2nd Place, Most Accessible Website**
Project: PayTR

//04 EXPERTISE

DESIGN & RESEARCH	UX Research · Interaction Design · Design Systems · Information Architecture · Usability Testing · Service Design · UX Audit & Heuristic Evaluation · Accessibility
DOMAINS	Fintech & Banking · Payment Systems · Credit Experiences · B2B Dashboard & SaaS · Mobile (iOS & Android) · Enterprise Platforms · AI Interfaces
TOOLS & AI	Figma · Figma Make · Protopie · Maze · Claude · ChatGPT · Cursor · v0

//05 EDUCATION

Anadolu University
Bachelor of Industrial Design
2015 — 2020