

# Oğuz Arıkan

I design experiences together with passionate problem solvers.

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## KEY STRENGTHS

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### **Works without a brief**

I move forward on assumptions, build something testable, and adjust from evidence. I don't wait for the problem to be fully defined before starting to solve it.

### **Owns the full problem**

From the first discovery question to the last edge case in the spec, I take responsibility for the whole thing, not just the screens I was assigned.

### **Stays oriented toward the business**

Good design at an early stage means finding the right audience for the value on offer. I keep that goal in view while making product decisions.

## EXPERIENCE

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### **Sr. UI/UX Designer (Contract)**

*Feb 2026 - May 2026 | Major Turkish retail investment platform*

#### **Nebula: Gamification and Financial Education Layer**

A widely used retail investment app had powerful trading tools but no bridge between capability and understanding. Users could access advanced features but had no learning path, no motivation system, and no way to build investing habits. I joined as the UX designer responsible for the experience layer across the full gamification and education framework.

- UX and interaction design across 76 missions, 5 categories, and a 3-tier progression system
- Full simulation mode: profiling flow, virtual budget, smart task sequencing, and real data modes
- Illustration system with style guidelines, prompt formulas, and a reusable icon and object library
- UX copy in Turkish across academy, simulation, rewards marketplace, and tournament surfaces
- Used Claude, ChatGPT, and Lovable throughout: framework structuring, mission clustering, copy at scale, and an HTML prototype built with Claude Code

*Case study coming soon*

### **Product Designer, Zalando**

*Aug 2020 - Aug 2025 | E-commerce platform with propositions for end customers and businesses*

#### **Vision for the Business Profile**

The Business Profile had grown organically across multiple business models, leaving a fragmented UX that made scaling harder with every new partner type. As the domain's lead designer, I took this on without a defined brief.

- Designed a single Business Profile concept that works across multiple partner models
- Defined a structural foundation enabling future feature expansion with lower complexity
- Explored three directions and aligned design leadership on one scalable approach

*Case study coming soon*

### **zDirect: Banking Configuration**

Partner onboarding was generating manual review work for two internal teams on every submission. I identified the problem, redesigned the banking configuration flow, and made billing modes visible to partners.

- 70% reduction in partner submission rejections
- 80% reduction in Partner Care tickets on banking and billing
- 2 internal teams unblocked from manual review work

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## **Product Designer, Lendico GmbH**

*Mar 2019 - May 2020 | Financial technology start-up focused on lending to SMEs*

- Led design of Lendico's integration into Amazon Seller Central, enabling SMEs to apply for a loan directly within Amazon's platform across web, tablet, and mobile
- Redesigned the core loan application flow to reduce friction at the key conversion step
- Created the team's first design style guide for engineering handoff, establishing a shared design language across the product team

## **Freelance Product Designer, Istanbul**

*May 2018 - Mar 2019 | B2B and B2C clients across fintech and consumer products*

### **MenaPay**

A payment startup building digital infrastructure for a region where most people don't use banks. Three user types, complex financial logic, a product still being defined. I was the only designer, responsible for the whole product.

- Merchant dashboard and MenaCash reseller dashboard from first wireframe to final style guide
- Full product coverage: information architecture, interaction design, and handoff documentation

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### **Parentapp**

A child psychology expert had deep knowledge and no product. I helped turn that into a viable mobile app, starting from business model selection, through user research, to end-to-end UI.

- Selected a business model from multiple candidates: value proposition, revenue streams, and go-to-market strategy
- Synthesized a customer profile canvas from surveys and interviews covering gains, pains, and jobs to be done
- Delivered end-to-end UI: information architecture, all screens, and edge cases

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## **Design Mentor, WorkUp**

*2018 | Startup accelerator program*

- Helped early-stage founders reframe vague ideas into product problems worth solving
- Ran 1:1 sessions on user research, idea validation, and design decision-making under uncertainty

## **UX Lead, Avansas**

*2016 - 2018 | E-commerce platform for office supplies and B2B procurement*

- Built the UX function from zero: defined KPIs, established collaboration models with product and engineering, and managed the hiring process for two designers
- Brought UX and market benchmarks to leadership for categories that marketing and sales were actively trying to improve
- Led UX design for a new business line within the platform, focused on template and custom print products for large B2B customers

## **Product Designer, Hurriyet**

*2014 - 2016 | Major Turkish news and media platform*

- Took over and completed the mobile news app at a critical stage, then helped shape the roadmap and ran design sprints as the core product team formed
- Designed the eGazete subscription experience: landing pages and the full checkout flow for a digital newspaper subscription product
- Designed a real-time referendum results dashboard surfacing election night data at country, region, and city level for millions of concurrent users

## **UI/UX Designer, Userspots**

*2012 - 2014 | Digital design agency*

- Delivered UX and UI design for clients across e-commerce, loyalty, job listing, and corporate web platforms
- Started in a UI execution role and moved into UX ownership over time, taking on research-to-wireframe projects independently
- Led client presentations and design handoffs across multiple simultaneous engagements

- Avansas was a client here before offering me the UX Lead role directly

## SKILLS

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**Product design:** Product discovery, interaction design, information architecture, B2B SaaS, mobile app design, prototyping, usability testing, end-to-end ownership

**Design strategy:** 0-to-1 product design, business model framing, value proposition design, problem framing without a brief

**Domain expertise:** Fintech, B2B partner platforms, SME-focused products, e-commerce, emerging markets

**AI and tooling:** Figma, Claude, ChatGPT, Lovable