

AYHAN GÜMÜŞALAN

PRODUCT DESIGNER

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Hybrid Product Designer combining UX architecture with a frontend mindset. Passionate about component-driven design, AI-assisted workflows, and building scalable digital ecosystems.

PROFILE

Senior Product Designer with 15+ years of experience designing and shipping customer-facing and back-office products across e-commerce, fintech, logistics, and travel ecosystems. A former **frontend developer**, I combine deep engineering fluency with expertise in design systems, complex back-office and mobile interfaces, and design-to-development collaboration to deliver scalable, production-ready solutions. Backed by a strong foundation in **Statistics**, I excel at turning complex data into intuitive digital products while seamlessly bridging the communication gap between design and engineering teams to accelerate delivery.

CORE EXPERTISE

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|---------------------------------|--|--|---------------------------------------|
| • Product Design UI/UX Design | • Figma Prototyping & Wireframing & Design Systems | • Mobile App, Responsive Web & Desktop UI Design | • Complex UI & Dashboard Architecture |
| • HTML5 / CSS3 | | | |

TECHNICAL PROFICIENCIES

UI/UX Architecture

- **Core Design:** Responsive Web, Mobile Native (iOS HIG & Android), Adaptive Grid Layouts
- **Systems:** Design Systems & Tokens, Component-Driven Architecture
- **Experience:** Wireframing, User Flows, High-Fidelity Prototyping, A/B Testing
- **Specialty:** Complex Backoffice & Dashboard Design, Micro Animation (LottieFiles)

Design Tools

- Figma (Advanced Variables & Auto Layout), FigJam, Miro, Sketch, Framer, ProtoPie, Adobe XD, Whimsical, Photoshop

Development & Data

- **Frontend:** HTML5 / CSS3, Sass (SCSS), JavaScript, React & Next.js (Basic)
- **UI Frameworks:** Tailwind CSS, Shadcn UI, Material UI, Chakra UI, Radix UI
- **Data & APIs:** SQL (Relational DBs, Querying), JSON, XML, RESTful APIs, SOAP, Postman

Workflow & Engineering

- Technical Design-to-Code Handoff, VS Code, Cursor (AI Editor), DevTools, Git/GitHub, Agile/Scrum

AI, Creative Tech & Domains

- **AI Tools:** Figma Make, Prompt Engineering, Midjourney, Veo, Suno, ChatGPT, Claude

Industries

- E-commerce, FinTech, Open Banking, Super Apps, Travel, Logistics

PROFESSIONAL EXPERIENCE

Product Designer, Mumzworld.com

Oct 2021 to Jun 2026

Remote (Dubai, UAE)

Core E-commerce & Super App Initiatives (Last 2 Years)

- **Super App Evolution & Service Design:** Collaborating closely with the core e-commerce design team to evolve the main application into a multi-service "Super App" ecosystem. Co-designing user flows and interfaces for newly launched on-demand services including *Party Planning*, *Wallpaper Installation*, *Kids Nursery Room Design*, *Midwife Services*, *Online Doctor*, and *Teleconsultation*.

- **AI Integration (Maya AI):** Created the foundational UI/UX concepts for **Maya AI**, the platform's live conversational AI chatbot; continuously partnering with the team to optimize its interface and improve post-launch user engagement.
- **Core Feature Optimization:** Working jointly with fellow designers and product managers to continuously refine checkout, discovery, and product user journeys within the primary e-commerce application.

Platform & Back-office Systems Architecture (First 3 Years)

- *Operated as the sole product designer for the platform division, taking full ownership of the end-to-end design lifecycle while partnering directly with engineering and product leadership.*
- **Seller Center Portal:** End-to-end redesigned the comprehensive E-commerce Seller Management Portal from scratch, establishing all interaction models, complex operational flows, and feature modules.
- **Logistics & Mobility Ecosystems (Ultimo & Uno):** Designed the complete digital ecosystem for core logistics apps. Established the web-based backoffice administration portals and dedicated driver mobile applications from scratch for both *Ultimo* (Shipment Management System) and *Uno* (First-Mile Hub Operations).
- **Message Center:** Designed and launched a centralized bulk marketing, email, and messaging web application from the ground up, ensuring seamless production hand-off to developers.

UI/UX Designer & Frontend Developer, Ecospend

Sept 2020 to Oct 2021

Izmir, Turkey

- **Core Open Banking Ecosystem (Lead Designer):** Acted as the lead product designer for Ecospend's flagship payment solutions. Directed the end-to-end UI/UX design for key products showcased across the platform, including *Instant Online Payments & Refunds*, *Pay By Link*, *QR Code Payments*, *Request To Pay*, *Account Funding & Withdrawals*, and *Recurring Payments*.
- **HMRC "Pay by Bank" Integration:** Supported the UI/UX requirements during the UK Government HMRC open banking integration, delivering essential design assets, bank selection screens, and user flows to complement the backend-heavy infrastructure.
- **Speedypay Application:** Spearheaded the product design lifecycle for the *Speedypay* application, establishing its complete visual framework and intuitive interaction models from the ground up, spanning both responsive mobile interfaces and robust backoffice administration portals.
- **Hybrid Execution:** Maintained a dual-impact role by owning the product design strategy while actively writing and supporting performant frontend code to bridge the gap between design concepts and production.

Product Designer (Freelance), xcoins.com

- **Mobile Application Design:** Spearheaded the end-to-end UI/UX design for the new xcoins mobile application, creating all screens, interactive prototypes, and user flows from scratch.
- **Core Trading Interfaces:** Designed seamless and intuitive web and desktop interfaces for the core "Buy/Sell Bitcoin" transactions, optimizing the crypto trading experience for end-users.
- **Back-office & Platform Support:** Provided continuous design support across the platform ecosystem, including the structural design and refinement of complex backoffice administration panels.

UI/UX Designer & Frontend Developer (Freelance), Karavan Cruises

- **Responsive UI/UX Design:** Designed modern, mobile-responsive user interfaces and layouts within Figma, ensuring a seamless visual experience across various device form factors.
- **Frontend Integration:** Translated high-fidelity Figma designs into clean HTML/CSS code and successfully integrated them into the company's existing infrastructure and template systems.
- **Multi-Brand Theming:** Scaled the core design architecture to rapidly deploy brand-specific websites for *Costa* and *Celestyal* cruises by adapting and theming the base frontend structure.

Frontend Development Team Lead, Odeon Technology

Dec 2018 to Feb 2020

Izmir, Turkey

- Led and mentored a team of frontend developers, overseeing the architectural design and technical delivery of web applications.
- Ensured high code quality, performance optimization, and smooth implementation of design hand-offs.

Frontend Developer & UI/UX Designer, OTI Holding

Dec 2015 to Dec 2018

Izmir, Turkey

- Crafted intuitive UI/UX layouts and developed responsive web interfaces for various high-traffic digital platforms.
- Managed the cross-over workflow between interface assets and production-ready frontend code.

Product Development Specialist & UI/UX Designer, TatilSepeti.com

Dec 2014 to Dec 2015

Istanbul, Turkey

Contributed to product evolution by designing user flows, dynamic mock-ups, and executing frontend code implementations.

Product Development Specialist / UI/UX Designer, Gezinomi**Jul 2011 to Dec 2014**

Ankara / Istanbul, Turkey

Managed end-to-end user experience life cycles and product design operations for digital travel booking portals.

Web Developer & UI Designer, Egebilgi**Jul 2009 to Jul 2011**

Izmir, Turkey

Developed web applications and created custom UI concepts based on client requirements.

EDUCATION

Sakarya University, Sakarya, Turkey**2011 to 2014**

Master of Science (M.S.) in Computer Technology & Information Systems

Dokuz Eylül University, Izmir, Turkey**2003 to 2009**

Bachelor of Science (B.S.) in Statistics

LANGUAGES

Turkish (Native), English (Upper Intermediate)

PERSONAL PROJECTS

Product Founder & Lead Designer, Phomode

A niche social media platform dedicated to the gaming photography community for sharing high-resolution in-game captures and engaging with creators.

Figma Link: <https://www.figma.com/community/file/1554475300136402985/phomode>**Product Founder & Lead Designer & Frontend Developer, Transferindex**

A comprehensive B2B/B2C platform dedicated to hotel and airport transfer bookings, complete with a fleet management system.

- Mapped complex search algorithms and multi-step booking user flows into an intuitive, conversion-optimized interface.
- Designed a scalable, data-heavy backoffice dashboard allowing administrators to easily manage drivers, vehicles, and dynamic pricing.
- Built a robust design system and tokenized component library to ensure UI consistency across both customer-facing web pages and admin panels.

Figma Link: <https://www.figma.com/community/file/1554477406112546872/transferindex>**Product Founder & Lead Designer, Yıkanacaklar**

An on-demand mobile application designed for scheduling and tracking local laundry and dry-cleaning pickup/delivery services.

- Designed the end-to-end native mobile app experience, focusing on seamless location-based scheduling and live order tracking user journeys.
- Created high-fidelity interactive prototypes to validate user flows and edge cases prior to development handoff.
- Developed a streamlined, mobile-first component library that optimized the cart, checkout, and service selection processes.

Figma Link: <https://www.figma.com/community/file/1554471189065237513/ykanacaklar>**Product Founder & Lead Designer, T-Circle**

An innovative social review and recommendation application designed to aggregate trusted product feedback within users' personal networks.

Figma Link: <https://www.figma.com/community/file/1554479160473332806/tcircle>**Freelance UI/UX Designer, Karavan Turkey**

The official corporate website design for a leading travel and cruise company, establishing a modern, accessible, and professional digital brand presence.

Figma Link: <https://www.figma.com/community/file/1554473420053045273/karavan-turkey>

HOBBIES

Sports & Gaming: Football nostalgia, NBA, and PlayStation.

Digital Creation: Managing concept Instagram accounts, generative AI, and content creation.

Family & Lifestyle: Quality time with my daughter, traveling, and swimming.

Culture & Leisure: Exploring music, TV series/movies, and Mediterranean cooking.