

Product designer with 12+ years shaping consumer apps used by millions. At Delivery Hero I lead interaction design for Cape, the multi-brand design system behind our consumer and back-office products across 10 brands and 85+ platforms, and I work hand in hand with product designers on end-to-end experiences, not only components and tokens. With the Help Center team I shaped the multi-brand Help Center, a modular product that runs natively inside every host app. Before that I led visual design across Turkcell's consumer apps at IBM iX and designed Fiat's connected-car app. I bring cross-functional leadership, systems thinking and AI-native workflows to consumer products at scale.

CORE STRENGTHS

- End-to-end design for multi-brand consumer apps
- User research, prototyping and user testing
- Visual, interaction and motion design; accessibility
- Design systems, multi-brand theming, motion tokens
- Workshops, stakeholder alignment, mentoring
- AI workflows: Figma MCP, Claude Code, Cursor

BRANDS I'VE WORKED WITH



EXPERIENCE

[Delivery Hero](#) · Berlin

Lead Interaction Designer, Cape Design System

Oct 2023 - Present

- **Multi-brand Help Center:** a shared mission between the Cape and Help Center teams to make Help Center native in every host app across 10 brands and 35 products. Designed its modular structure together with the Help Center design team, so each region and entity can adapt the modules to its own use cases and shape its own Help Center experience.
- **Consumer experiences on Cape:** work closely with product designers across brands on end-to-end flows, from interaction patterns and navigation behaviour to responsive components, hierarchy and micro-interactions.
- **Cape at scale:** lead the Cape design team, keeping quality and consistency across 85+ platforms, 10 consumer and 12 back-office themes, each with light and dark mode. Cape won the **UXDX EMEA 2026 Unblocker Award**.
- **Cross-functional leadership:** align design and product directors, engineers, brand and regional teams (including RTL) and accessibility advocates; run governance, design QA, onboarding and co-design workshops.
- **Motion:** introduced motion tokens, so micro-interactions and transitions follow the same standards as colour and type across brands. Designed the micro-interactions and motion behind key moments, from loading and feedback states to transitions that guide users through a flow.
- **AI-native design:** lead internal AI initiatives on machine-readable design systems and AI-assisted workflows, including a Figma plugin suite that removes repetitive work and speeds up designers' daily workflows. Built Observatory, AI-driven token-drift tracking across 10 brands, with Claude Code and Figma MCP. Ran Figma MCP workshops for 100+ designers.

Senior UI Designer

May 2021 - Oct 2023

- Designer of the Armor design system for two years, then led the merge of Armor, Chardonnay and Amigo into Cape: discovery interviews and workshops with product teams, a visual language validated with 12 product designers, and a shared-ownership model that drove adoption.

Visual Design Lead, Turkcell account

Jan 2020 – Apr 2021

- Led the visual and UI design side of Turkcell, the studio's biggest account: 11 visual designers working alongside about 6 UX designers. Hired the contractor designers who joined the account and mentored the team.
- Led design initiatives across consumer apps used by millions: BiP, TV+, Dergilik, Ultia, Paycell, Digital Operator, Kopilot, UpCall, Turkcell Platinum and turkcell.com.tr. Led motion and interaction design across most Turkcell projects.
- Led the Turkcell Design System. Supported the MEA office on the Abu Dhabi Design System; member of IBM's global design systems guild.

Senior UI Designer

Jan 2018 – Jan 2020

- Joined the studio IBM opened for Turkcell as one of its seven core designers. When the team was reshaped, I was one of three designers kept on Turkcell to lead its initiatives, grow the team and set design quality standards. Product UI for turkcell.com.tr, Ultia and Dergilik.

[Userspots](#) · Istanbul · UX research and design agency

UI/UX Designer & Lecturer

Sep 2015 – Jan 2018

- **Fiat Yol Arkadaşım (Fiat / Tofaş, 2017):** UI designer for one of Turkey's first connected-car apps, with a UX designer peer and a PM. The app keeps drivers informed without being opened: instant notifications when the car is towed, a limit is exceeded or a fault appears, plus trips on a map and a driving profile. Tested on two cars at the Tofaş factory in Bursa with Fiat engineers, and refined iconography and UX through user tests. Awards: IDC Türkiye DX 2019, Social Media Awards Turkey 2019 (Bronze), Altın Örümcek 2018.
- **Şikayetvar:** UI design for Turkey's leading consumer complaints platform, where people file a complaint about a brand and follow it until it's resolved. Won first place and People's Choice at Altın Örümcek 2017 (Portal & News).
- Redesigned Migros Sanal Market, Migros's biggest app in Turkey, and the Macrocenter app, parts of Hepsiburada and a Vestel website that is still live. Other clients included Koç Finans, Sampo Japan Sigorta and SBM.
- Lectured on UI and UX design.

INDEPENDENT PRACTICE

Design consultant · Kaizen Technology

2018 – Present

- Gamified loyalty campaigns and consumer products alongside full-time roles, for Samsung, Coca-Cola, Nutella, Nescafé, Algida, Anadolu Efes and Garanti BBVA.
- **Coca-Cola Daha Daha:** over 2 million downloads and 1 million active users by September 2020. **Algida ile Kazan:** two connected apps, one for consumers and one for store owners.

Tipza · own product

- My own iOS app: designed in Figma on its own foundations, built in Cursor with Figma MCP, live since Oct 2026.

RECOGNITION

UXDX EMEA 2026 · Unblocker Award · Cape Multibrand Design System

Stevie Awards 2016 · Gold · SBM Mobil Kaza Tutanağı

Global Business Excellence Awards 2016 · First place · SBM Mobil Kaza Tutanağı

IDC Türkiye DX Awards 2019 · Fiat Yol Arkadaşım

Altın Örümcek 2017 and 2018 · Şikayetvar, Fiat Yol Arkadaşım

Agency-era awards were won as part of the Userspots team.

EDUCATION

Dokuz Eylül University · Business Administration, BA · 2008 – 2012

Ege University · Advertising, MA (incomplete)

SPEAKING & COMMUNITY

Delivery Hero · Figma MCP workshops for 100+ designers

Kaizen Talks · How AI can understand design intent

Alive Pro · Navigating complexity with multi-brand design systems

Into Design Systems Berlin · Meetup host

DSCC Berlin · Navigating complexity with multi-brand, multi-theme design systems

Delivery Hero UX Summit · One ecosystem to rule them all

SKILLS & TOOLS

Product & interaction design · Visual design · Motion design · Prototyping · UX writing · Accessibility · Multi-brand strategy · Design tokens · Workshop facilitation · Stakeholder management · Mentoring
Figma · Tokens Studio · Figma MCP · Cursor · Claude Code · Adobe CC