

UĞUR ANLAK

Uskudar, Istanbul, Turkey | uguranlak@gmail.com | +90 (534) 791 04 07

LinkedIn: [linkedin.com/in/uguranlak](https://www.linkedin.com/in/uguranlak) | **Portfolio:** dribbble.com/uguranlak,
youtube.com/@uguranlak

PROFESSIONAL SUMMARY

Lead UX/UI Designer with 18+ years of experience connecting user needs with product strategy and business goals. I lead design from research through launch across OTT, fintech, e-commerce, and AI-powered products, building scalable design systems for mobile, web, and Smart TV. I have managed an 11-person UI/UX team and contributed to improving GAIN's app store rating from 2.1 to 4.3. Most recently, I led end-to-end product experience and design systems for four mobile apps spanning AI content creation, subscription management, and digital security. I have trained 750+ designers and share practical insights on design decisions, design systems, and AI-assisted workflows on YouTube.

SKILLS

- **Design:** UX Research • User Journey Mapping • Information Architecture • Interaction Design • Usability Testing • Prototyping • Design Systems • Component Libraries • Design Tokens • Gamification • Sound UX • Motion Design
 - **Tools:** Figma (MCP) • FigJam • Jira • Azure DevOps • Cursor • N8N • After Effects • Jitter • Lottie • Notion • Miro • Sensor Tower • Mobile Action
 - **Methods:** Agile / Scrum • Kanban • Sprint Planning • Netnography • Heuristic Evaluation • A/B Testing • Design Review • Handoff Processes
 - **Platforms:** iOS • Android • Responsive Web • Smart TV (Apple TV, Android TV) • XR / AR / VR
 - **Leadership:** Team Management (11 people) • Mentorship • Career Coaching • Workshop Design • Training Program Development
-

EXPERIENCE

Lead Product Designer — Mobile Ocean

May 2026 – Oct 2026 · Contract · Istanbul (Remote)

- Led the design of four mobile apps from concept through launch within four months. Owned user experience, design systems, and growth-focused deliverables across parallel projects, addressing each app's distinct user needs through a shared design language.

Genva — AI Creation Hub

- Lead the end-to-end product experience and design system for a platform combining video, image, music, and space design tools. Use user research to inform information architecture, creation workflows, onboarding, and monetization strategy.

App Store - Genva (In Review)

[Google Play - Genva](#)

Vimo — AI Video Generator

- Redesigned onboarding, content creation, output management, notifications, wallet, and paywall experiences for an AI video generation app. Simplified complex generation workflows with clear status updates and feedback mechanisms to improve usability and support conversion.

[App Store - Vimo](#)

[Google Play - Vimo](#)

Submo — Subscription Manager

- Designed a unified experience for adding and categorizing subscriptions, tracking renewal dates and spending, receiving trial alerts and reminders, and accessing cancellation guides. Made recurring payments visible and easier to manage.

[App Store - Submo](#)

[Google Play - Submo](#)

MoAuth — Authenticator App

- Designed QR-code and manual setup, OTP account management, search and editing, biometric access, backup and sync, and premium flows to create a fast, clear, and trustworthy mobile experience.

[App Store - MoAuth](#)

[Google Play - MoAuth](#)

Product Design & Growth

- Own product strategy, user experience, design systems, and cross-functional design workflows. Connect product experience with brand communication through App Store and Google Play screenshots, feature graphics, and marketing creatives.

Lead UX/UI Designer — BGTS (Bilge Adam Teknoloji)

Sep 2025 – Feb 2026 · Istanbul (Remote)

- **MeetSense AI — AI Meeting Intelligence Platform**

- Designed the experience architecture, brand identity, and design system for an AI meeting assistant supporting preparation, in-meeting tracking, and follow-up actions. Created micro-interactions and Sound UX flows using Jitter and ElevenLabs to shift the experience from note-taking toward decisions and faster team action.
- Established MCP (Model Context Protocol)-based component generation and AI-assisted prototyping processes to increase design iteration speed.

- **Cockpit — Corporate Sales & Operations Platform**

- Redesigned the user experience of a multi-role enterprise platform managing the full lifecycle from sales to project delivery.
- Introduced role-based information architecture and decision interfaces to help teams manage complex operational processes with lower learning effort.

- **Sentio AI — Executive Email Assistant**

- Defined the product experience, brand identity, and design system for an AI email assistant built for executives handling high-volume inboxes.
- Reworked user journeys and navigation to shift usage from email reading to action-oriented decision management.

- **Garanti e-Trader — Gamified Investment Experience**

- Designed a game-mechanics-driven investment experience to help new investors learn financial behaviors.
- Built a long-term engagement model through missions and reward systems that encourage consistent investing habits.

Lead UX/UI Designer — RoofStacks

Mar 2023 – Sep 2025 · Istanbul (Remote)

- **GAİN (1 yr 3 mo)**

- Conducted **netnography research** to uncover UX and technical pain points; shared findings with cross-functional teams to resolve them.
- Performed **international competitor analysis**, identifying long-term OTT trends and integrating relevant features into the roadmap.
- Built a **multi-language (TR, EN, AR)** and **multi-device design system** (responsive web, mobile, tablet, Apple TV, Android TV, Smart TV).
- Led feature design for: Unified Viewing Experience, Live Streaming, Multi-Package, Multi-Profile, Kids Profile, Categorization, and Personalized Recommendations.
- Delivered **Sound UX**, onboarding animations, haptics, and micro-interactions.
- Boosted the app's **store rating from 2.1 to 4.3**.

 [Website – GAIN](#)
 [AppStore – GAIN](#)
 [Google Play – GAIN](#)

- **GAIN Shorts**

- Identified OTT short-attention patterns and initiated the **vertical video product concept**.
- Conducted market and competitor research (Sensor Tower, Mobile Action) to define strategy.
- Designed prototypes and prepared investor presentations.
- Positioned GAIN as an **innovator** in Turkey's vertical content OTT market.

- **GoArt Worlds (1 yr 2 mo)**

- Built a **multi-language (TR, EN)** and **multi-device (web responsive, mobile XR)** design system.
- Designed **Back Office & Brand Office platforms**: role/permission flows, campaign & inventory management, AR/VR location and game creation panels, and executive dashboards.
- Designed the mobile app **from scratch** for Web3 & Metaverse: Login/Register, KYC, Wallet, **Time Dimension (Past–Present–Future)**, gameplay screens, and social features.

- Added **Sound UX and animations** (Splash, Loading, Storyboard) to the app.
- Redesigned the **GoArt Worlds website** with story-driven sections (three.js Time Dimension + persona-based landing pages).
- Contributed to winning **22nd Altın Örümcek (Technology Category Winner & People's Choice)** and **2024 Web Excellence Creativity Website Winner** awards.

 [Website – GoArt Worlds](#)

 [AppStore – GoArt Worlds](#)

 [Google Play – GoArt Worlds](#)

- **CarrefourSA (3 months)**

- Contributed to **Retail vertical customer acquisition** initiatives.
- Designed a **Scan&Go application** from concept to prototype; validated via customer interviews and needs analysis.
- Led design of Turkey's first **SKT (expiration date) feature** from idea to prototype.

- **TKOOP (1 month)**

- Leveraged Carrefour learnings to create mockups for parallel clients, supporting sales opportunities.
- Designed the **TKOOP Loyalty app** and **Back Office management panels**.
- Played a key role in **UX strategy planning**.

- Led and mentored an 11-person **UI/UX team**, overseeing agile workflows, sprint planning, and collaboration.

Senior UX/UI Designer — VLMedia

Feb 2022 – Feb 2023 · Remote

- **Nozy (Random Live Video Chat)**

- Designed live streaming interfaces: gift sending, likes, suggested broadcasts, messaging, subscription & coin packages.
- Created **Lottie animations** and ASO-optimized App Store / Google Play screens.

- Collaborated closely with dev teams for accurate handoff and conducted UI testing.

 [AppStore – Nozy](#)

 [Google Play – Nozy](#)

- **Juds (Random Live Video Chat)**

- Designed random chat, gifting, profile, messaging, subscription & coin package interfaces.
- Delivered **Lottie animations** and ASO-compliant app store visuals.
- Partnered with development teams for handoff workflows and UI testing.

 [AppStore – Juds](#)

 [Google Play – Juds](#)

Improved overall **App Store rating by 0.3 points** through UX enhancements.

Lead UX/UI Designer — Dijital Sahne

Dec 2020 – Jan 2022 · Bursa

- **İstanbul Finans Merkezi (İFM):** Designed the website experience and communication flows for office leasing and information requests. Built interactive **3D store & shop plans** for the open-air mall concept using three.js.
- **Hayat Holding:** Managed the design team in developing websites for **Molped, Molfix, Bebem Natural, Gleen, Evony, Papia, Familia, and Sholk**, aligning each with brand identity and target audience expectations.
- **OMV:** Designed workflows for field teams (tablet) and management teams (web) to monitor business processes. Created contract management screens for customer-side operations.
- **Mann+Hummel:** Built role-based B2B web panels for customers and managers to manage **orders, stock, and loyalty programs** in one platform.
- Established scalable web and mobile design systems; improved subscription conversion by **12%** through UX optimizations.

Senior UX/UI Designer — Smartover

Apr 2019 – Mar 2020 · Turkey

- **Vibuy Back Office:** Designed user-friendly back office interfaces for video commerce — enabling product additions, campaign creation, and video pinning flows tailored to the target audience.
- **Vibuy Website:** Built the website aligned with audience personas and investor needs, supporting product awareness and demand generation.
- Contributed to Vibuy being recognized as **18th Altın Örümcek Finalist** and **2019 Horizon Interactive Awards Gold Winner**.

Senior UX/UI Designer — Mobiyol

Jul 2017 – Mar 2018 · Turkey

- Simplified user journeys for mobile apps.

UI/UX Designer — Performans İletişim

May 2016 – Jul 2017 · Turkey

- Designed dashboards for B2B software.

UI/UX Designer — JVR Edu

Apr 2015 – Apr 2016 · Turkey

- Built user flows for ed-tech products.

UI/UX Designer — Sorsware

Jul 2012 – Mar 2015 · Turkey

- Designed UI/UX for web-based applications.

YOUTUBE & DESIGN CONTENT

[YouTube \(@uguranlak\)](#)

- Create Turkish-language content on Figma MCP, AI-assisted product design, and design system architecture, explaining complex workflows through practical examples and real project processes.
- **Finwise Design System:** Demonstrate how to build a scalable design system from scratch using Atomic Design, covering typography, color, spacing, semantic tokens, and component libraries.
- **Dur Bi' Bakalım:** Co-host a series with Melike Ülker Erkan exploring the process behind design decisions. Share problem framing, assumptions, unknowns, and research decisions, including moments of learning and changing direction.

- **Design System + AI:** Demonstrate workflows that scale AI-assisted production through shared tokens, components, Auto Layout, and responsive rules, alongside MCP-based prototyping.

TEACHING & MENTORSHIP

UI/UX Instructor — Brick Institute

- Deliver ongoing UI design training through project-based lessons, weekly workshops, and career mentorship.

UI/UX Instructor & Mentor — Userspots & Brick Institute

2022 – 2024 · Remote

- Delivered 14 cohorts of UI training and mentored in the UX School program.
- Trained and guided **750+ students**, many of whom now work at leading Turkish companies.
- Conducted weekly classes, workshops, and project-based sessions to build practical, job-ready skills.
- Provided **career mentorship and portfolio coaching**, contributing directly to employability in the design industry.

EDUCATION

- **Marmara University** — M.A. in Visual Communication and Digital Media (Non-Thesis) | Jan 2026 – Ongoing
 - **Istanbul Beykent University** — BA, Visual Communication Design (GPA: 3.45) | Oct 2021 – Jun 2024
 - **Anadolu University** — PR, Advertising & Applied Communication (GPA: 3.38) | 2020 – 2022
 - **Bursa Anadolu Erkek Lisesi** — Turkish-Math | Sep 2003 – Jun 2005
-

REFERENCES

- **İsmail Kırtıllı** — Director, RoofStacks / RoofStream | +90 530 962 07 62
- **Cihan Polat** — Director, BGTS | +90 532 376 07 92
- **Fulden Koç** — Manager, Product Management, Mastercard | +90 533 210 81 73