

UĞUR ANLAK

Lead Design Engineer • UI/UX & Product

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Full-time, contract or freelance • Remote or on-site in Istanbul

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PROFESSIONAL SUMMARY

Lead Design Engineer with 18+ years in product design for OTT, fintech, e-commerce and AI products on mobile, web and Smart TV. I lead design from research to launch, build design systems and keep design close to code: MCP-based component generation, AI-assisted prototyping, motion and interactive 3D with three.js. After years of working closely with engineering teams, I now turn my own designs into live products with Claude Code and Codex; uguranlak.com was designed and built this way.

SKILLS

- **Design:** Product Design • UX/UI Design • UX Research • User Journey Mapping • Information Architecture • Interaction Design • Wireframing • Prototyping • Usability Testing • Design Systems • Design Tokens • Component Libraries • Motion Design • Sound UX • Gamification
 - **Tools & AI:** Figma • Figma MCP • FigJam • Claude Code • Codex • Cursor • Generative AI • three.js • n8n • After Effects • Jitter • Lottie • Jira • Azure DevOps • Notion • Miro • Sensor Tower • Mobile Action
 - **Methods & Platforms:** Agile / Scrum • Kanban • Sprint Planning • Netnography • Heuristic Evaluation • A/B Testing • Design Review • Handoff Processes • iOS • Android • Responsive Web • Smart TV (Apple TV, Android TV) • AR / VR
 - **Leadership & Languages:** Design Leadership (11-person team) • Stakeholder Management • Mentorship • Workshop Design • Training Program Development • Turkish (native) • English (B1)
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EXPERIENCE

Lead Product Designer — Mobile Ocean

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

- Led product design for four mobile apps in five months, from concept to store launch, on one shared design language: **GENVA** (Generative AI creation hub), **Vimo** (AI video generator), **Submo** (subscription manager) and **MoAuth** (authenticator).

- Owned UX, design systems, onboarding, paywall and monetization flows, plus store screenshots, feature graphics and marketing creatives. Case study: uguranlak.com/work/genva

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

Sep 2025 – Feb 2026 · Istanbul (Remote)

- MeetSense AI** (live): designed the experience architecture, brand identity and design system of an AI meeting assistant, with micro-interactions and Sound UX (Jitter, ElevenLabs). Case study: uguranlak.com/work/meetsense
- Set up **MCP-based component generation** and AI-assisted prototyping to speed up design iteration; redesigned **Cockpit** (live), a multi-role sales-to-delivery platform, around role-based information architecture.
- Designed and handed off **Sentio AI**, an email assistant for executives; designed the **Garanti e-Trader** gamified investing concept (presented, not launched).

Lead UX/UI Designer — RoofStacks

Mar 2023 – Sep 2025 · Istanbul (Remote)

- GAIN** (OTT): helped raise the store rating from **2.1 to 4.3** as subscribers grew from about 110K to **400K**; built a multi-language (TR, EN, AR) design system for web, mobile, tablet and Smart TV. Case study: uguranlak.com/work/gain
- GoArt Worlds** (Web3, metaverse): set the mobile app's visual language and designed most of its screens, the Back Office panels and the story-driven three.js website; contributed to the 22nd Altın Örümcek and 2024 Web Excellence awards. Case study: uguranlak.com/work/goart
- Led and mentored an **11-person UI/UX team**; also designed the GAIN Shorts vertical-video concept and CarrefourSA's Scan & Go and expiration-date tracking prototypes.

Senior UX/UI Designer — VLMedia

Feb 2022 – Feb 2023 · Remote

- Designed two live video chat apps, **Nozy** and **Juds**: streaming, gifting, messaging, subscriptions and coin packages, Lottie animations and ASO store visuals; improved the overall App Store rating by **0.3 points**.

Lead UX/UI Designer — Dijital Sahne

Dec 2020 – Jan 2022 · Bursa

- Improved subscription conversion by **12%** through UX optimization and set up scalable web and mobile design systems.
- Managed the design team behind websites for eight **Hayat Holding** brands (Molfix, Molped, Familia, Papia and more); designed the **İstanbul Finans Merkezi** website with three.js 3D store plans and role-based B2B panels for **OMV** and **Mann+Hummel**.

Earlier roles

Jul 2012 – Mar 2020 · Türkiye

- **Senior UX/UI Designer — Smartover** (Apr 2019 – Mar 2020): Vibuy video-commerce back office and website; 18th Altın Örümcek finalist and 2019 Horizon Interactive Awards Gold.
 - **Mobiyol** (Senior UX/UI Designer, Jul 2017 – Mar 2018), **Performans İletişim** (UI/UX Designer, May 2016 – Jul 2017), **JVR Edu** (UI/UX Designer, Apr 2015 – Apr 2016) and **Sorsware** (UI/UX Designer, Jul 2012 – Mar 2015): mobile apps, B2B dashboards, ed-tech products and web applications.
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TEACHING & CONTENT

- **UI/UX Instructor — Brick Institute** · Sep 2025 – Present: project-based UI design lessons, weekly workshops and career mentoring.
 - **UI/UX Instructor & Mentor — Userspots** · 2022 – 2024: taught 17 UI cohorts, mentored in the UX School program and trained **1000+ students**.
 - **Guest Speaker — Uludağ University** · Mar & Nov 2024: two UI/UX career talks with hands-on Figma workshops.
 - **YouTube** ([@uguranlak](#)): Turkish-language content on Figma MCP, AI-assisted product design and design systems, including the Finwise Design System series and “Dur Bi’ Bakalım” with Melike Ülker Erkan.
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EDUCATION

Marmara University — Master’s (non-thesis), Visual Communication and Digital Media
Jan 2026 – Jan 2027 (expected)

Istanbul Beykent University — Bachelor’s, Visual Communication Design · GPA 3.45
Oct 2021 – Jun 2024

Anadolu University — Associate degree, Public Relations, Advertising and Applied Communication · GPA 3.38
2020 – 2022

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