

UE

Ufuk Ergun

Senior Product (UX/UI) Designer

SELECTED WORK

UFUKERGUN.NET

Selected work

01	Durin AI-Powered Smart Access	03	05	DramaDash Short-Drama Streaming	27
02	Mindary Mindfulness & Meditation	09	06	Novelty Reading & Audiobook App	32
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Durin

Your smart lock logs every unlock; Durin Door Manager shows you who it really was. With MagicKey™ multi-factor identity confirmation and snapshots at every entry, there are no riddles at your threshold.

OUTCOME

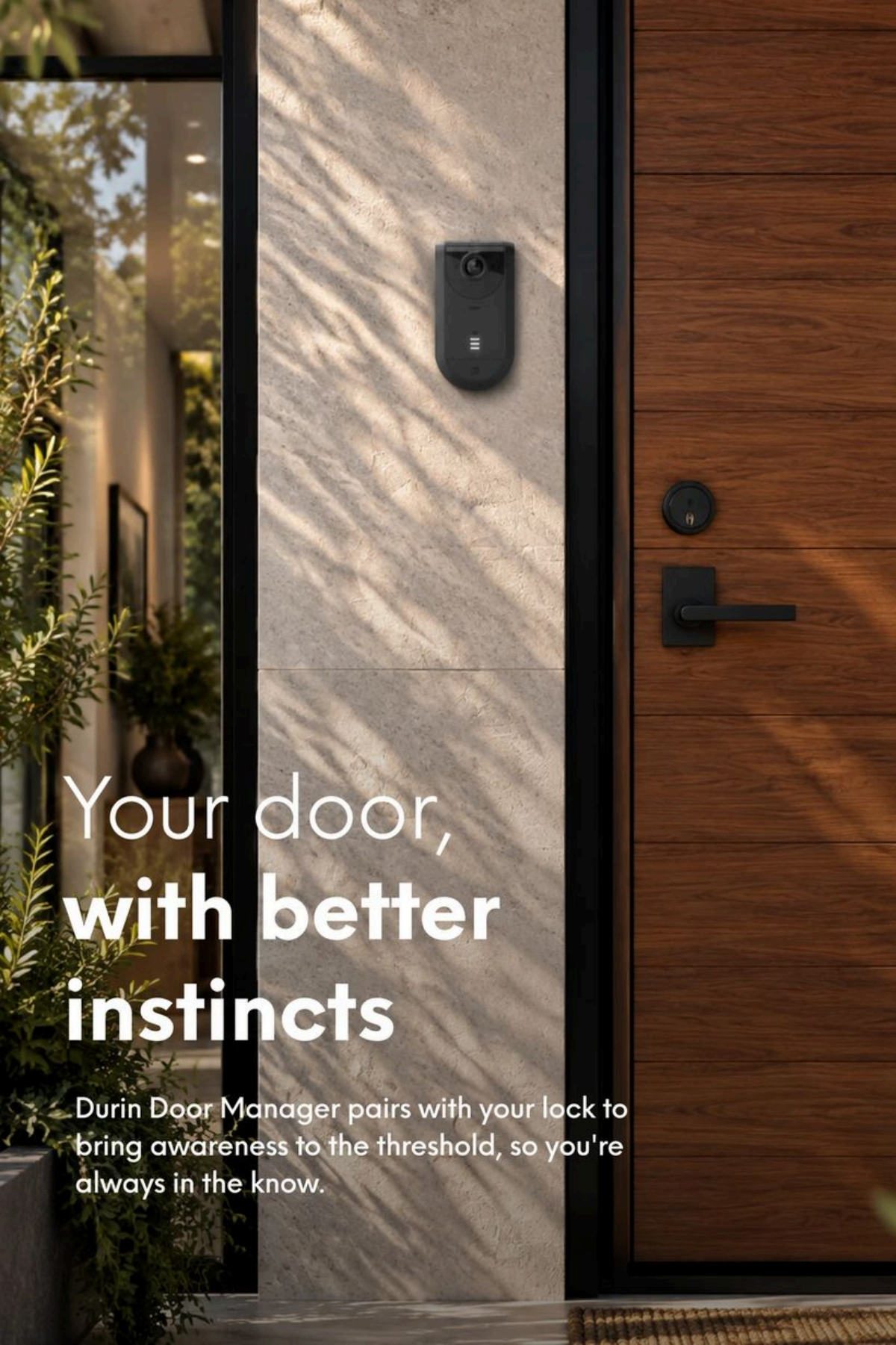
MagicKey™ was shown at **MWC Barcelona 2026**, alongside a strategic partnership with Philips Home Access. Built from zero design infrastructure into a launch-ready product.

ROLE
Lead designer

YEAR
2026

PLATFORM
iOS, Android

WEBSITE
durin.ai



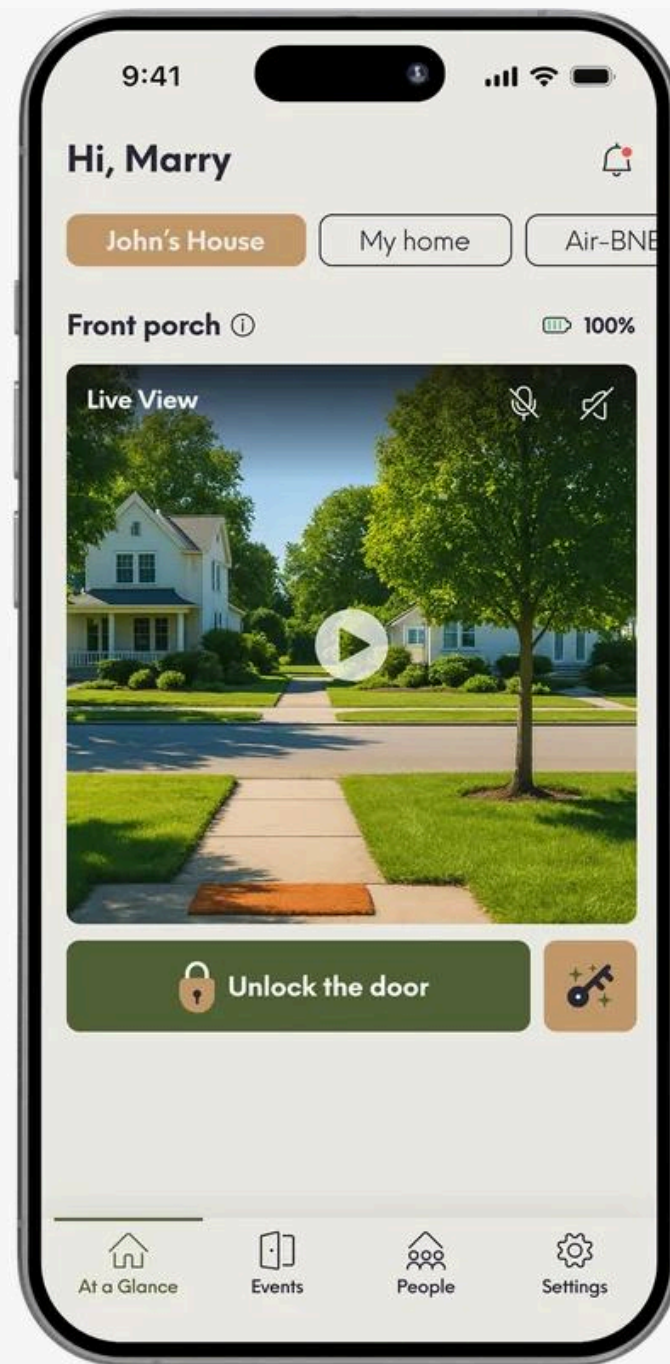
ABOUT THE PROJECT

Access you can actually verify

“Who just came in?” Most smart locks cannot answer that. Durin closes the gap with MagicKey™, a multi-layered identity check combining device signals, facial recognition and physical presence. Access codes are retired, every entry is documented, and identity is genuinely verified.

I joined as Lead UI/UX Designer, working with the product manager and marketing lead to design the full mobile experience for iOS and Android, from A to Z, starting from zero design infrastructure.





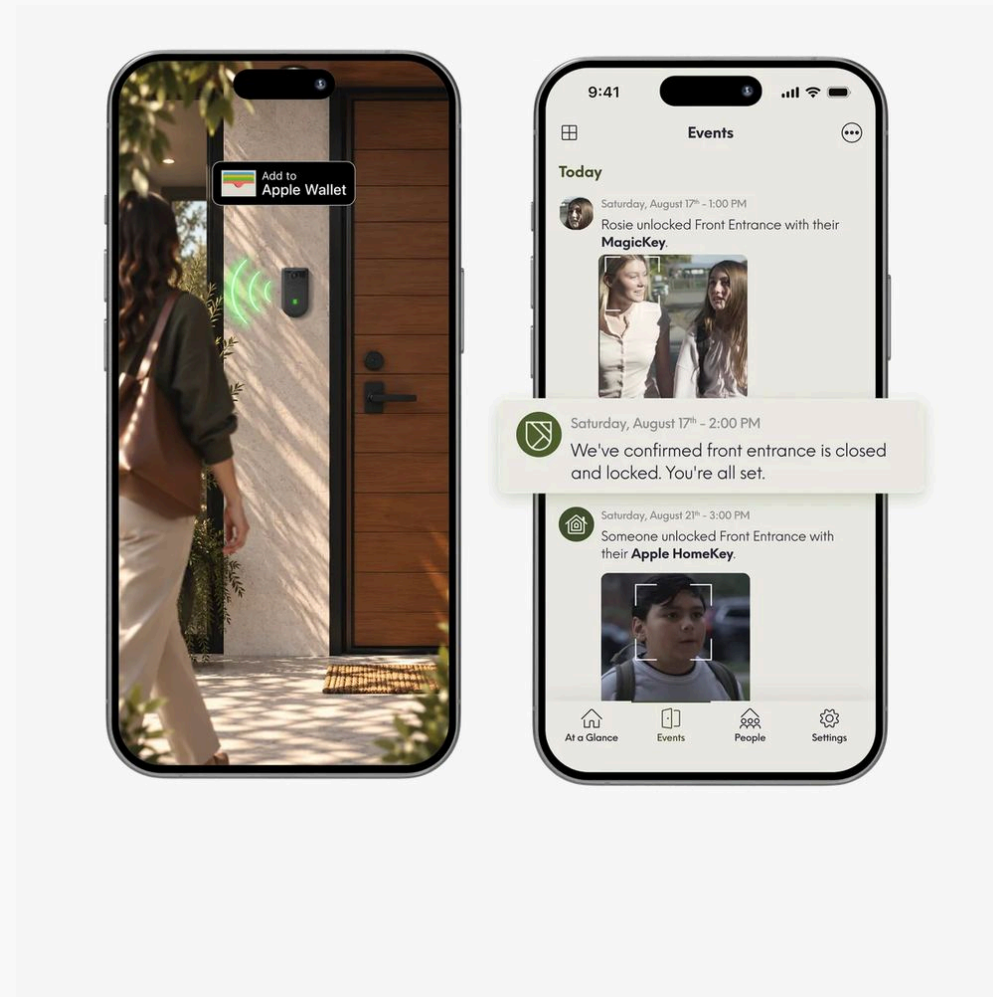
DAILY USE

At a Glance

The screen the app opens on, named for what it does. One household at a time with a switcher across the top, the door you care about with its battery state, a live view, and a single primary control: unlock the door.

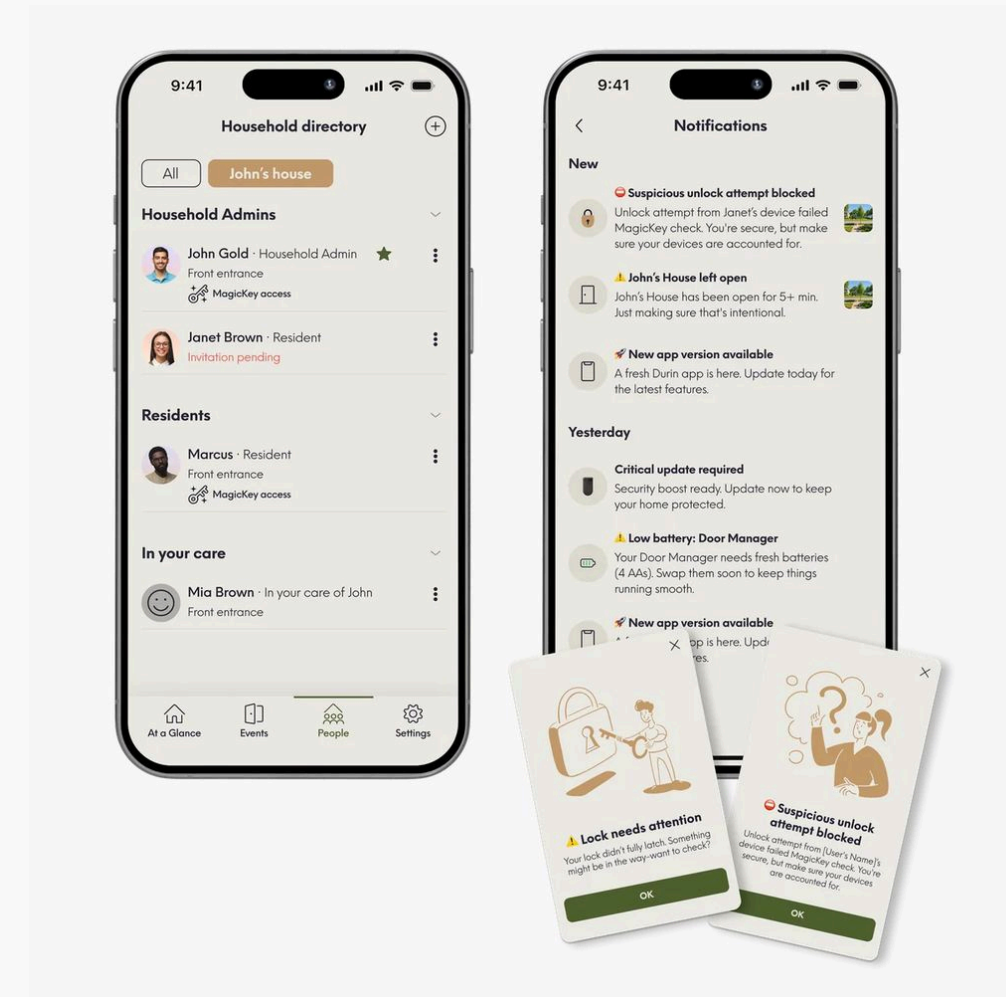
Entry history, household members and configuration sit behind the other three tabs, so the screen checked most often stays the shortest one in the app.

WHAT I DESIGNED



Design system

A scalable system built from the ground up: component library, colour and typography scales, accessibility standards and a developer handoff guide. Every screen sits on top of it, so consistency held as the team grew.



Product design

Every touchpoint: first launch, account creation, device pairing, the MagicKey™ flow, daily access and entry history, notifications, guest and family invitations, settings. No flow was left to someone else.



CHALLENGE AND SOLUTION

Trustworthy, not technical

Security technology products have a classic pitfall: they tend to feel technical, cold and distant. For Durin I aimed for the opposite, a visual language and interaction system that feels trustworthy yet warm, powerful yet approachable.

Translating complex processes like facial recognition and multi-factor authentication into intuitive, stress-free mobile moments was the most challenging and most rewarding part of the project.

OUTCOME

Shown at MWC Barcelona

Durin showcased MagicKey™ at **MWC Barcelona 2026** and announced a strategic partnership with Philips Home Access.

The close collaboration with the Project Manager kept the process focused throughout, and the design system and product experience built from scratch gave the company a scalable foundation to grow on.



Mindary

A mindfulness and meditation app built on a simple idea: happiness is a result of habits. A daily **1% change** compounds into a **37% difference** over a year.

SCOPE

Research and discovery through to final screens: market segmentation, competitor analysis, personas, roughly **40 wireframes**, a colour system per habit category and a card library.

ROLE

Lead Product Designer

YEAR

2025

PLATFORM

iOS, Android

WEBSITE

mindary.mobi



PROBLEM AND SOLUTION

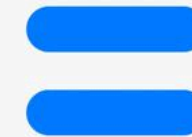
Small changes, repeated

Mental health disorders correlate with **8 of the 10** top causes of death in the WHO report. Roughly **280 million people** live with depression, and more than **75%** of those in low and middle income countries receive no treatment because of the cost.

The pandemic pushed major depressive disorder up **27.6%** and anxiety disorders up **25.6%** worldwide in **2020**.

Mindary recommends small, actionable habits around cooperation, kindness, social connection and relationships, prioritising how a person interacts with their environment and their acceptance as a social being.

Mind
+
diary



rethink your daily
routines to become
more mindful

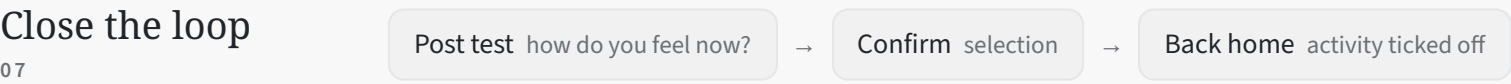
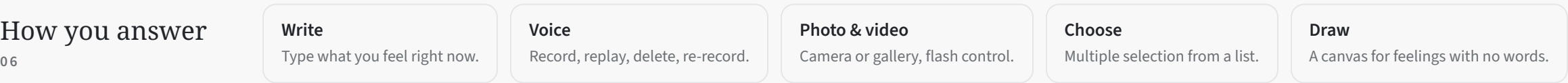
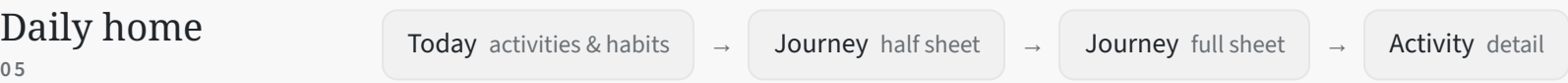
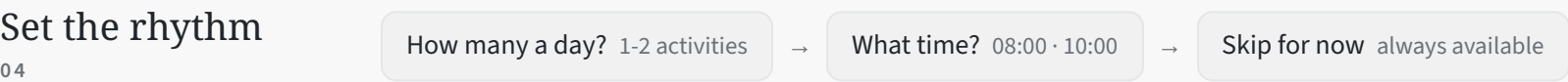
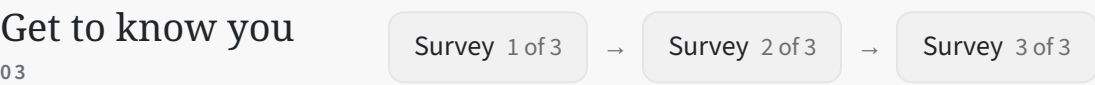
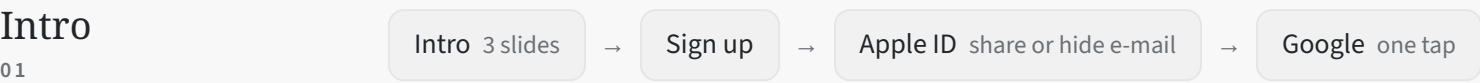
COMPETITOR ANALYSIS

Feature coverage against the apps Mindary would sit next to on the store. Six apps scored across eight features, to see what was table stakes and what was still open.

	Meditopia	Headspace	Calm	Happify	Sanvello	Mindary
Mood tracking	✓	—	✓	✓	✓	✓
Progress tracking	✓	✓	✓	✓	✓	✓
Guided meditation	✓	✓	✓	✓	✓	—
Wisdoms / quotes	✓	—	—	—	✓	✓
Sound library	✓	✓	✓	—	—	—
Note taking	✓	—	—	—	✓	✓
Turkish content	✓	—	—	—	—	✓
Science cards	✓	—	—	✓	—	✓

Feature comparison as of the 2024 research phase. Six apps compared across eight features.

Wireframed end to end before a single pixel was styled, from first launch to a completed activity, including every way a user can respond.



Mapped across roughly **40 wireframe screens**. Stage 06 is the only branching point: five ways to answer, all returning to the same close.

DESIGN SYSTEM

A colour per habit category

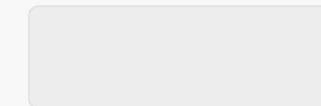
Every habit category carries its own colour identity, backed by a card library that keeps the app consistent as the content grows. **Eight** category colours sit on top of a three-tone base.



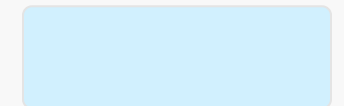
Primary
#007AFF



Primary black
#303030



Primary gray
#EDED



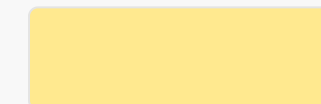
Flow
#D1F0FE



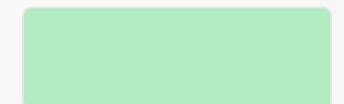
Gratitude
#E6CAF5



Positivity
#FFBCC9



Kindness
#FFE98F



Meditation
#B3EBC1



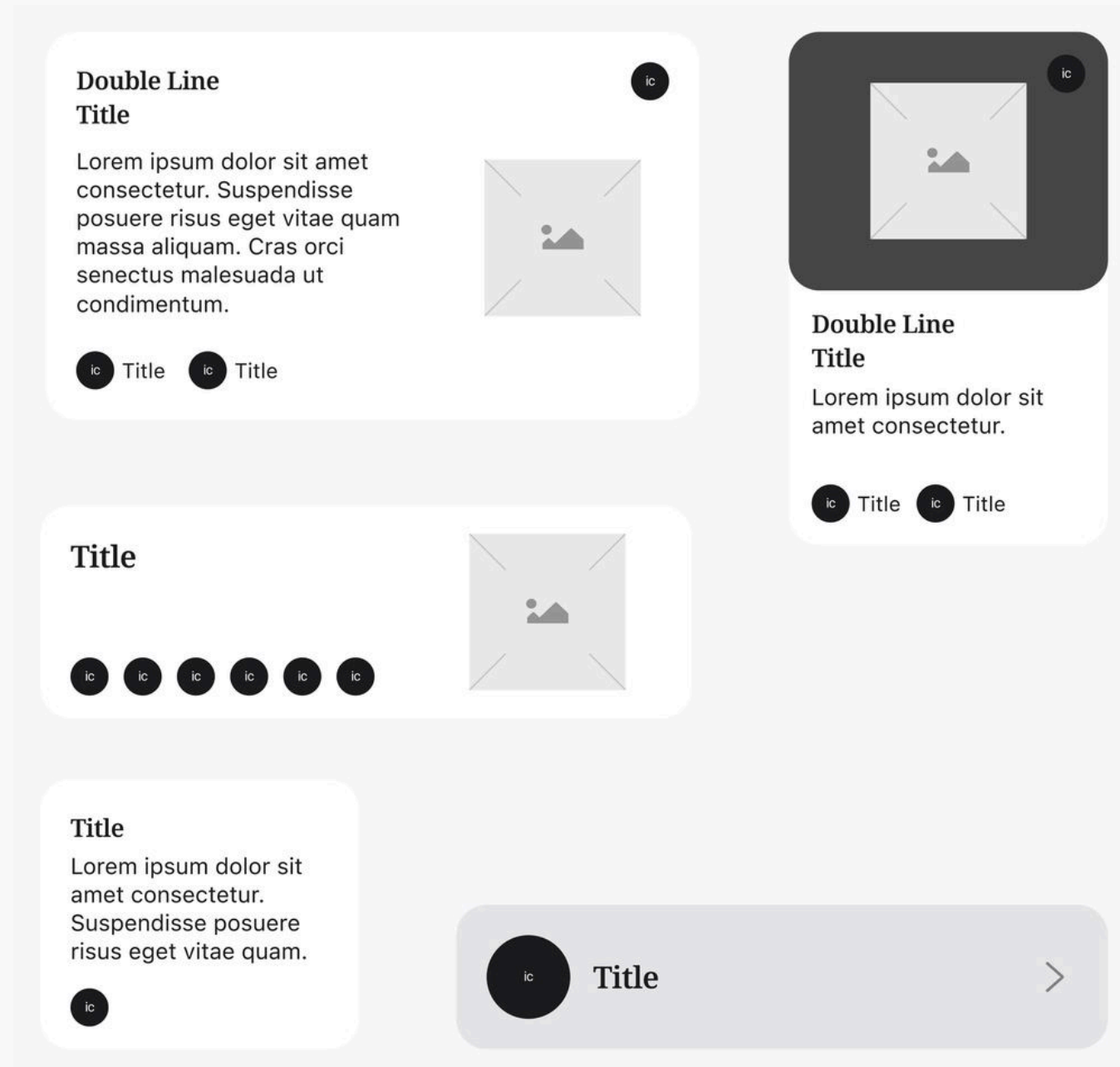
Mindfulness & Calm
#FFC87A



Sleep
#9998E6

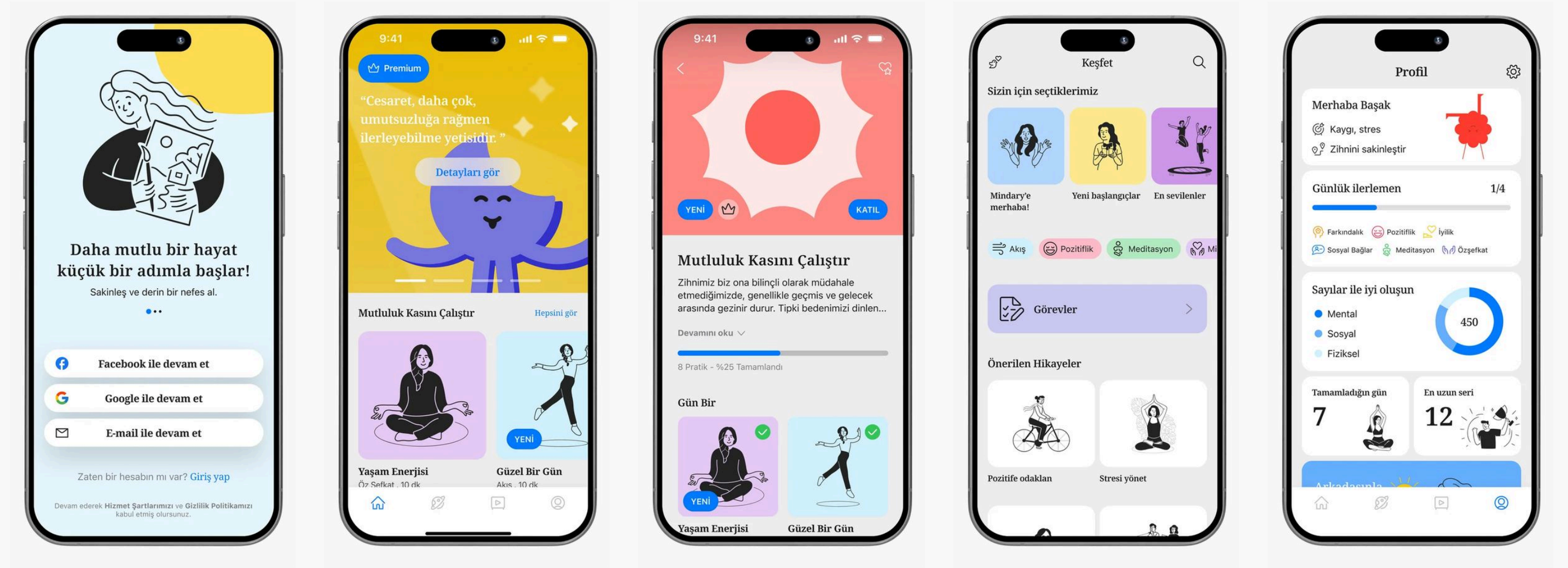


Social connect
#66AFFF



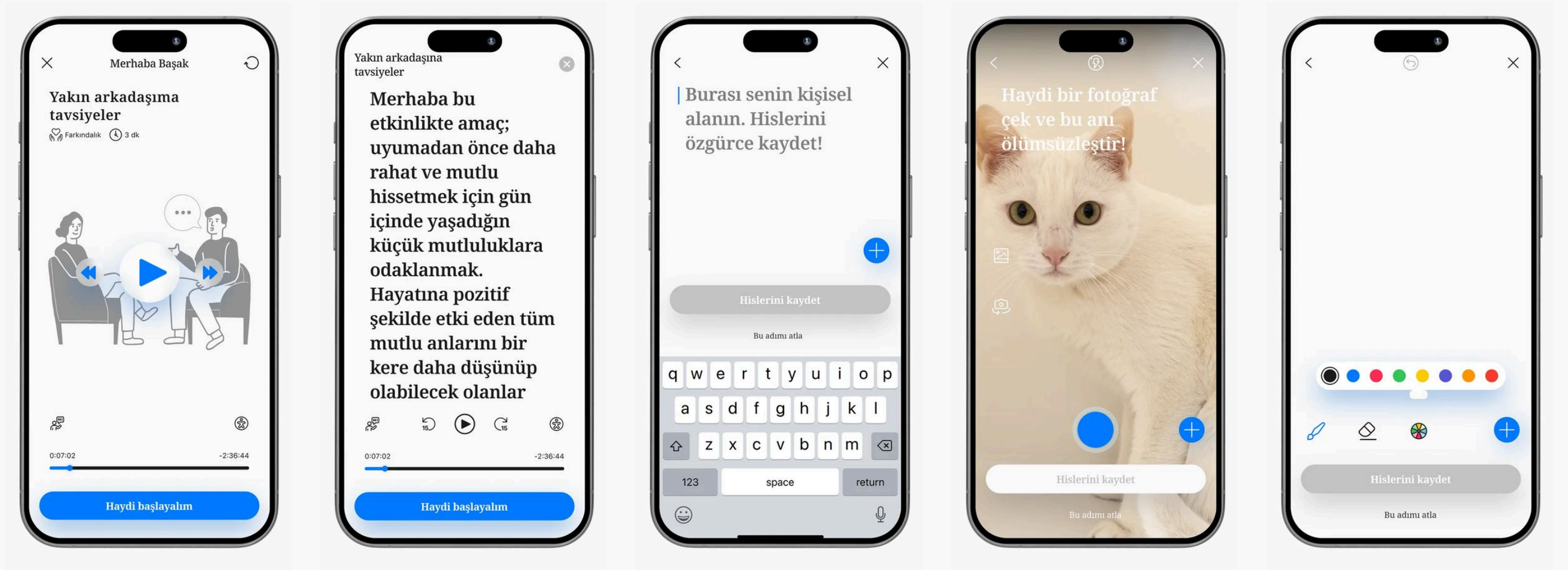
FINAL SCREENS

Onboarding, today, programs and short breaks, explore and video content, profile.



ACTIVITY FLOW

Every way a user can answer: type what you feel, record and replay a voice note, camera or gallery with flash control, a selection list, or a blank canvas for feelings that have no words.



Gaze

Private live video chats with thousands of users. A safe place to embrace your individuality and share your quirks with others over video.

MY ROLE

Design across the product at VLMedia, from product planning and user flows through to UX/UI, App Store visuals and the app icon. Changes were validated with A/B testing rather than opinion.

ROLE
Product planning, UX/UI, App Store visuals

YEAR
2021

PLATFORM
iOS, Android

WEBSITE
gazeapp.mobi



8.6M

First-time downloads

23.4M

Downloads

11.6M

Unique users

16.5K

Daily active users

Across both stores

Android carries the larger share of first-time installs; iOS returns a higher daily active count against a smaller base.

Counted honestly

Unique users are counted per platform, so someone who uses both is counted twice.

	IOS	ANDROID
First-time downloads	2.7M	5.8M
Downloads	11.8M	11.7M
Unique users	4.7M	6.9M
Daily active users	9.9K	6.7K
Monthly active users	79.5K	76K

Store and analytics figures, October 2026, rounded. Downloads include reinstalls. Daily averages cover the last 90 days; monthly averages are drawn from the last three completed months.

Bingo, a daily reward loop

A loop built to turn occasional visitors into a habit. Seven consecutive days of use earn daily rewards, with a bonus for completing the streak. Rewards unlock video calls, messaging and gifts, so the loop pays for itself.

By encouraging daily use, Bingo makes the community more active: the rewards create a sense of achievement and a reason to come back and explore the rest of the app.



Loyalty Program

The problem

A premium benefit was added for users who use Gaze more often and spend more, letting them accumulate savings as they spent. It was never explained.

So when people suddenly saw themselves labelled a premium member, they complained about being enrolled in a programme they wanted to cancel. A benefit they were already receiving read as something done to them.

The brief that came out of the complaints, and the checklist the redesign was measured against.

What to do

- 01 Show the usage and spending that make a user eligible.
- 02 Highlight the milestones they have already met.
- 03 Outline the rewards and benefits they earn as they spend more.
- 04 Emphasise the value and the saving, not the label.
- 05 Give transparent terms, so opting in or out is understood.

25%

Reward-related complaints before

Gaze

Near zero

After the redesign

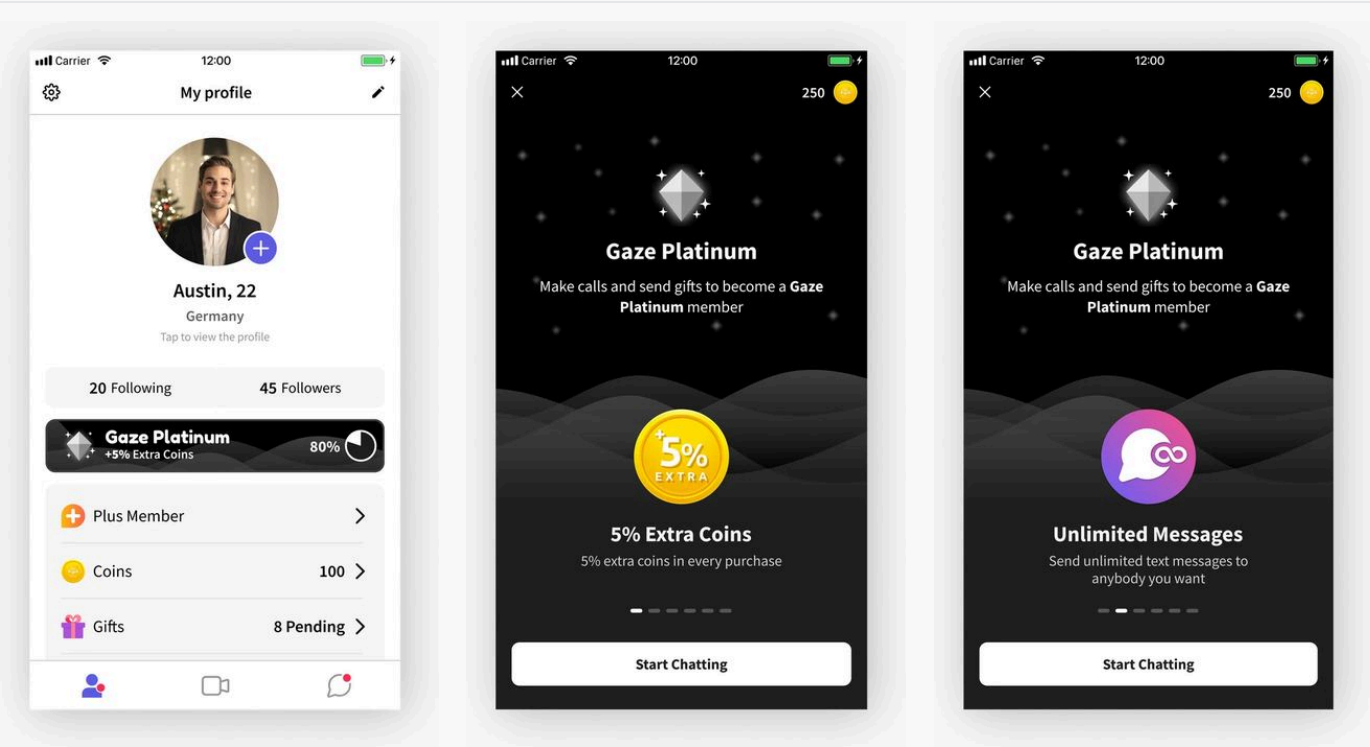
A/B

How it was validated, not opinion

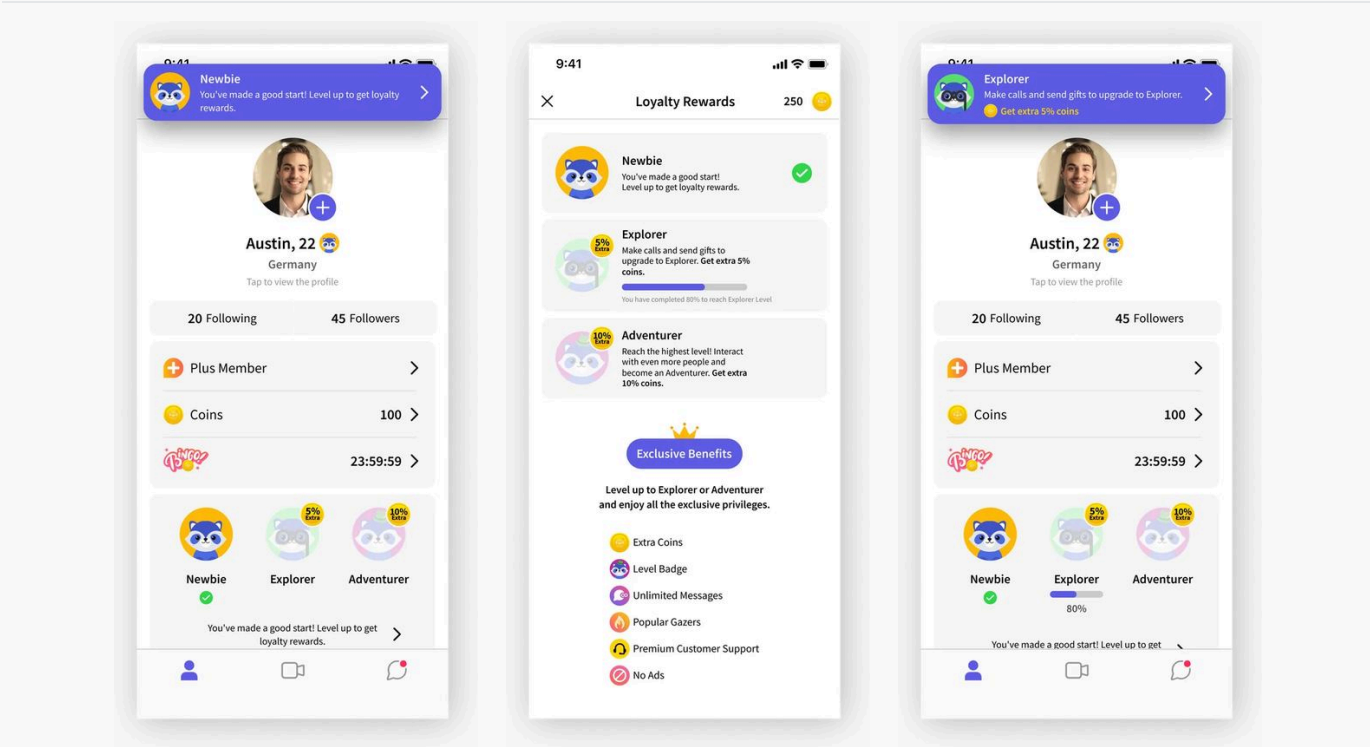
LOYALTY PROGRAM, REDESIGNED

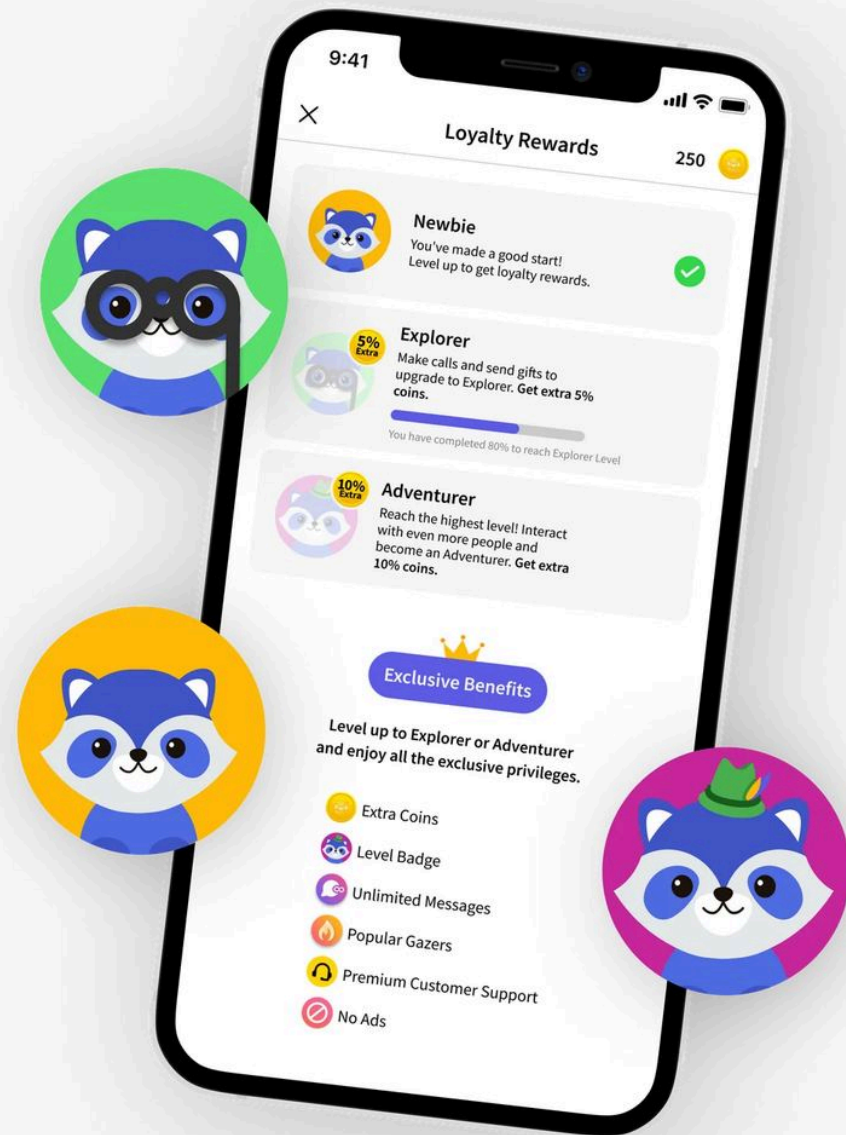
The old flow announced membership as a black “Gaze Platinum” banner with little explanation of how it was earned or what it gave you. The redesign replaced the label with a structure a user can read: where they are, what comes next and why.

Before A black banner, and no explanation of how it was earned



After Three named levels, a progress bar, a mascot for each stage





SOLUTION

The programme explains itself

Once a user passes a spending threshold, they are told in-app and the programme appears on their profile: how many stages it has, how to progress, their own progress and the benefits of taking part.

On passing each stage a user can add an avatar representing their level to their profile. The mascot did a lot of the work in distinguishing levels and illustrating progression.

The redesign cut reward-related complaints from **25% to near zero**, validated through **A/B-tested** UX improvements rather than opinion.

Threshold Care

A WiFi-based motion sensing system that helps families stay connected with elderly or independently living loved ones. No cameras, no privacy invasion, just meaningful presence data.

OUTCOME

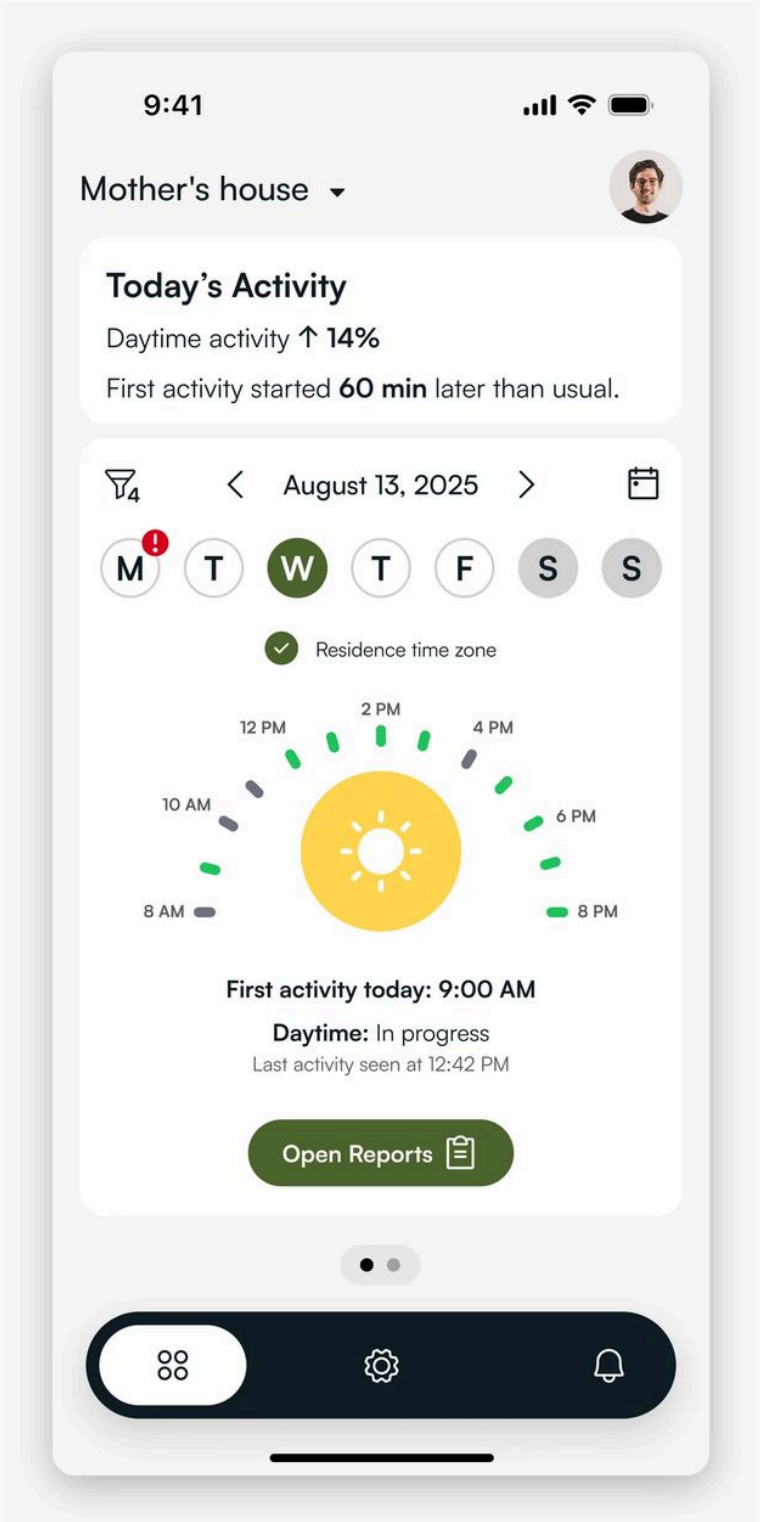
Complex sensor data turned into something emotionally readable. Instead of reading charts, a caregiver can simply feel whether their loved one is doing okay.

ROLE
UX/UI Design

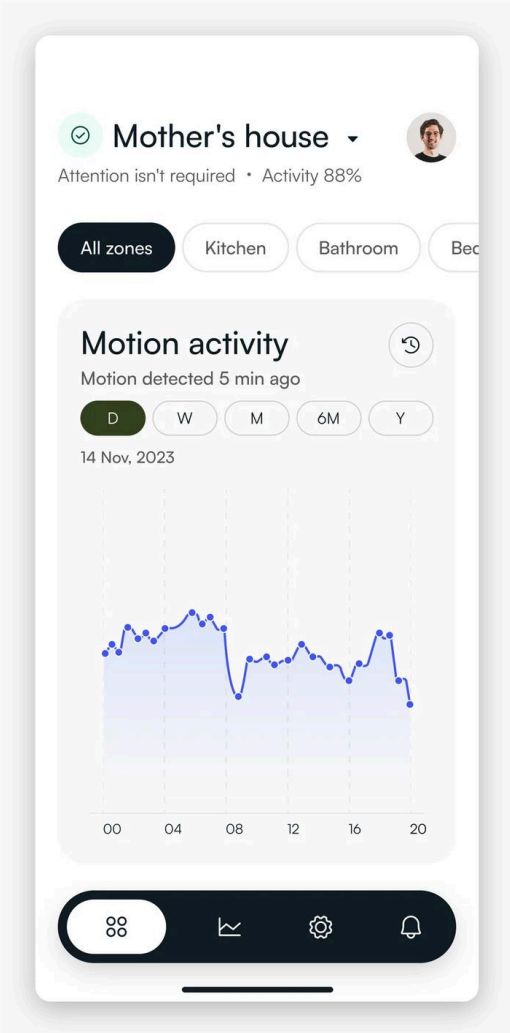
YEAR
2025

PLATFORM
iOS

WEBSITE
threshold.care

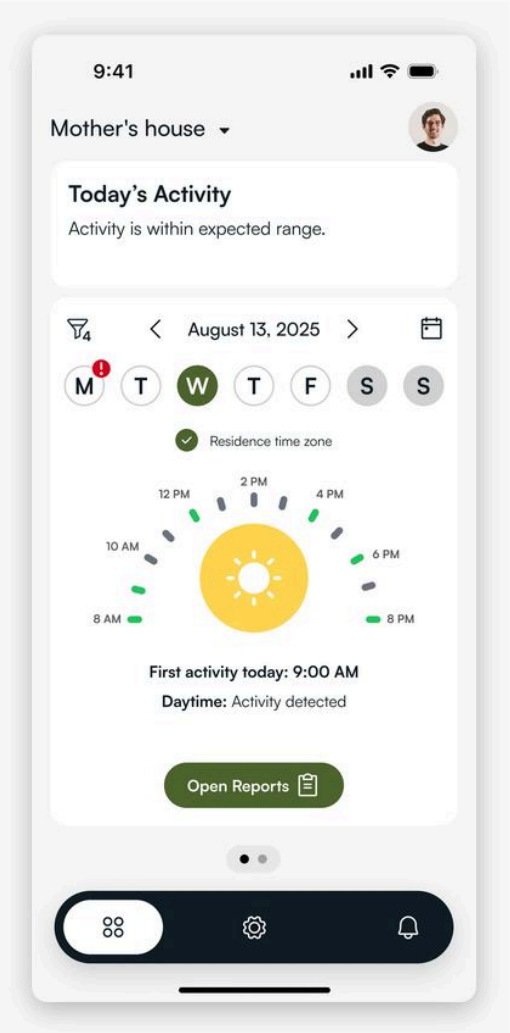


BEFORE AND AFTER



The problem

The old dashboard showed raw motion data as a line graph. Users had no way of knowing what they were looking at, what it meant, or whether to be concerned. The data was there, but the meaning was not.



What we did

Working closely with the Project Manager, the dashboard was rebuilt from the ground up: the day split into daytime and nighttime views, and the graph replaced by a circular time-based visualisation that breaks the day into segments.

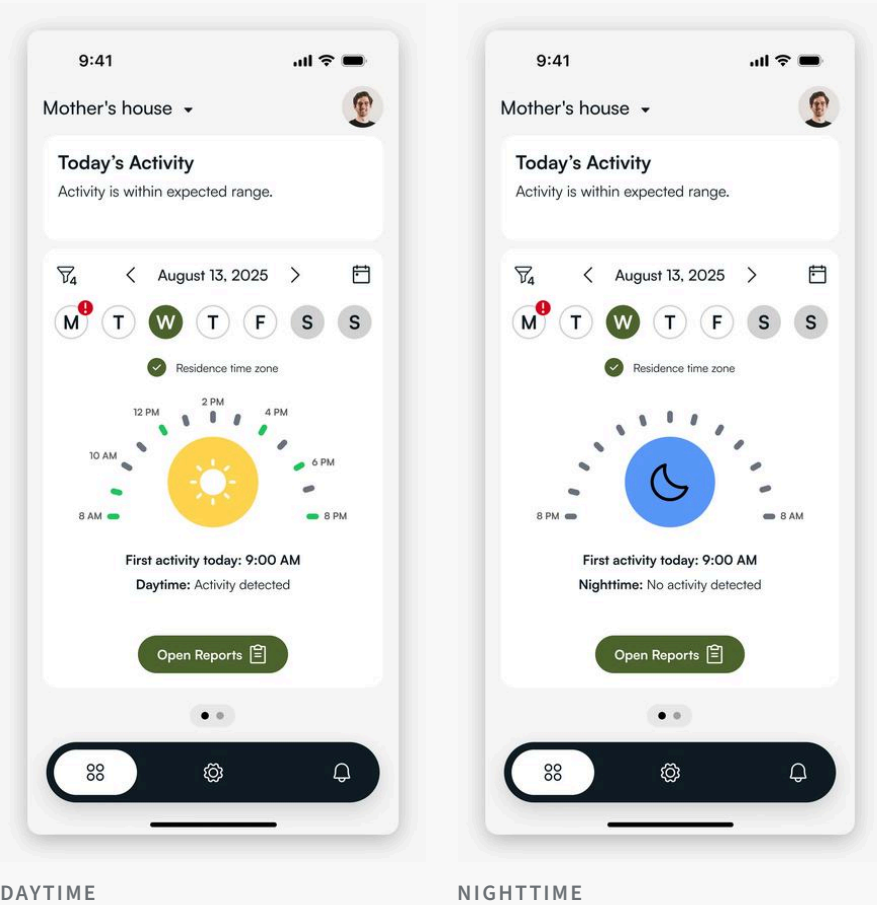
THREE SCENARIOS, DAY AND NIGHT

A design that only works on a good day is not finished. The same dashboard was tested against three readings, each shown here in its daytime and nighttime state.

SCENARIO A

Normal day & night

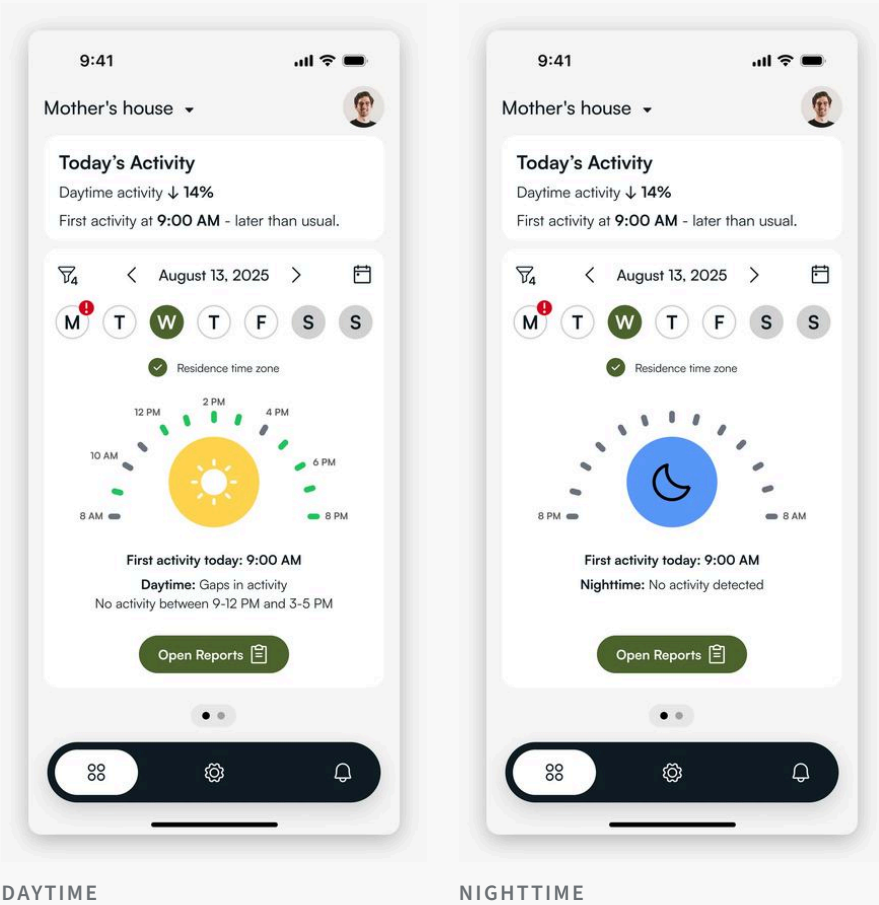
The baseline. “Activity is within expected range.” Daytime shows activity detected, nighttime shows none, and the dashboard simply confirms that nothing needs attention.



SCENARIO B

Less daytime motion

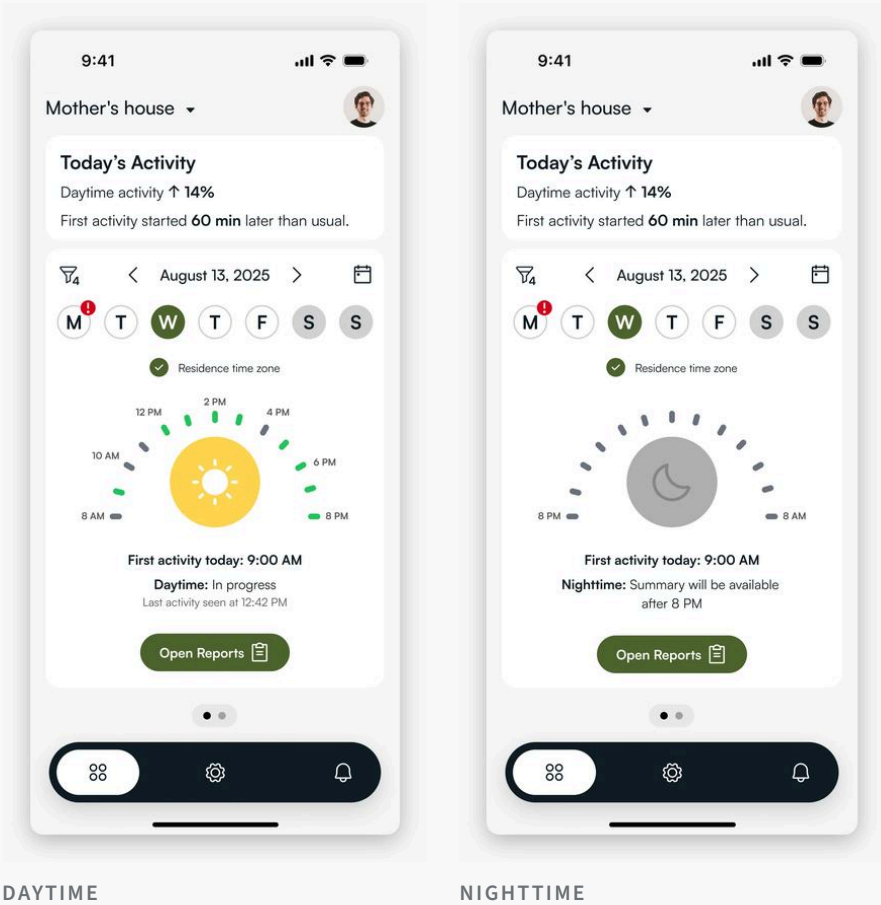
Daytime activity down **14%**, first activity at **9:00 AM**, later than usual. The dial shows gaps between **9-12** and **3-5 PM**, and the summary says what changed, in words.



SCENARIO C

More active than usual

Daytime activity up **14%**, first activity **60 minutes** later than usual. The day is still in progress, so the night view waits rather than guessing: “Summary will be available after 8 PM.”

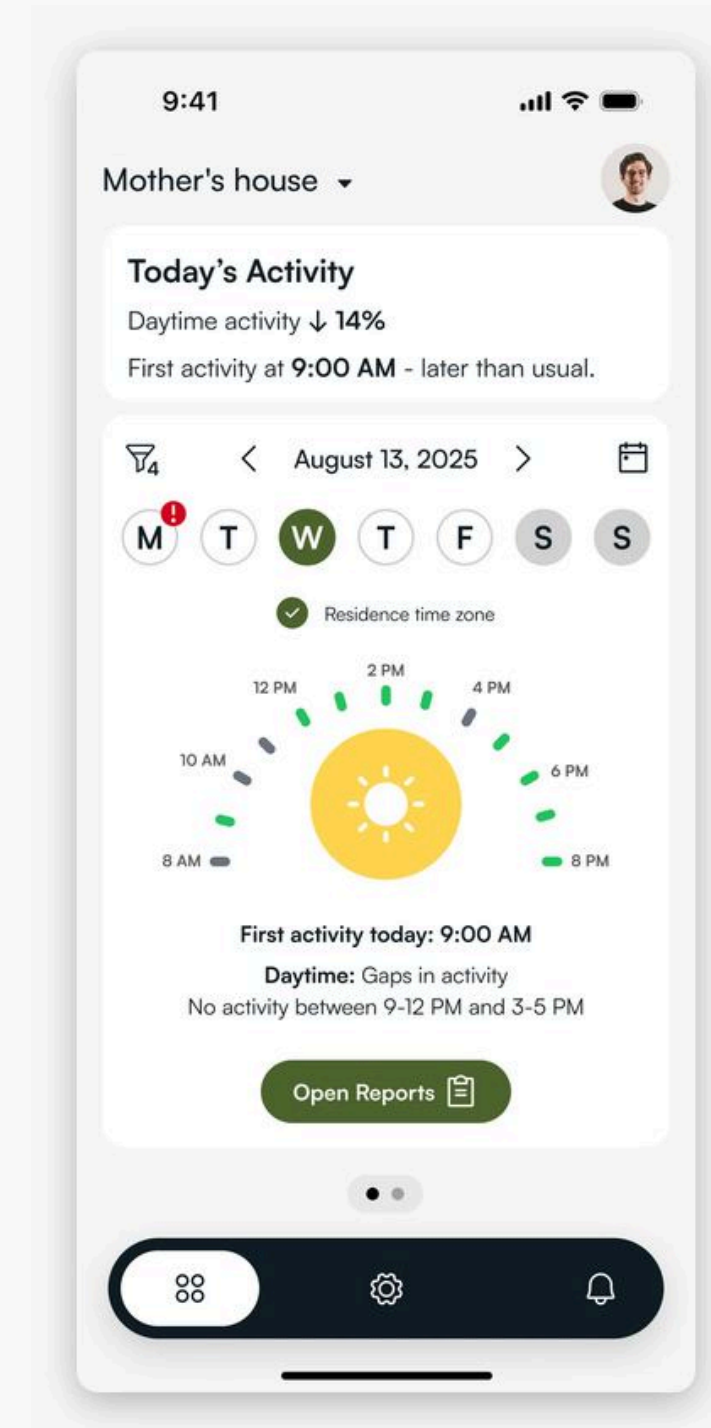


CRAFT

Surfaced the daily summary

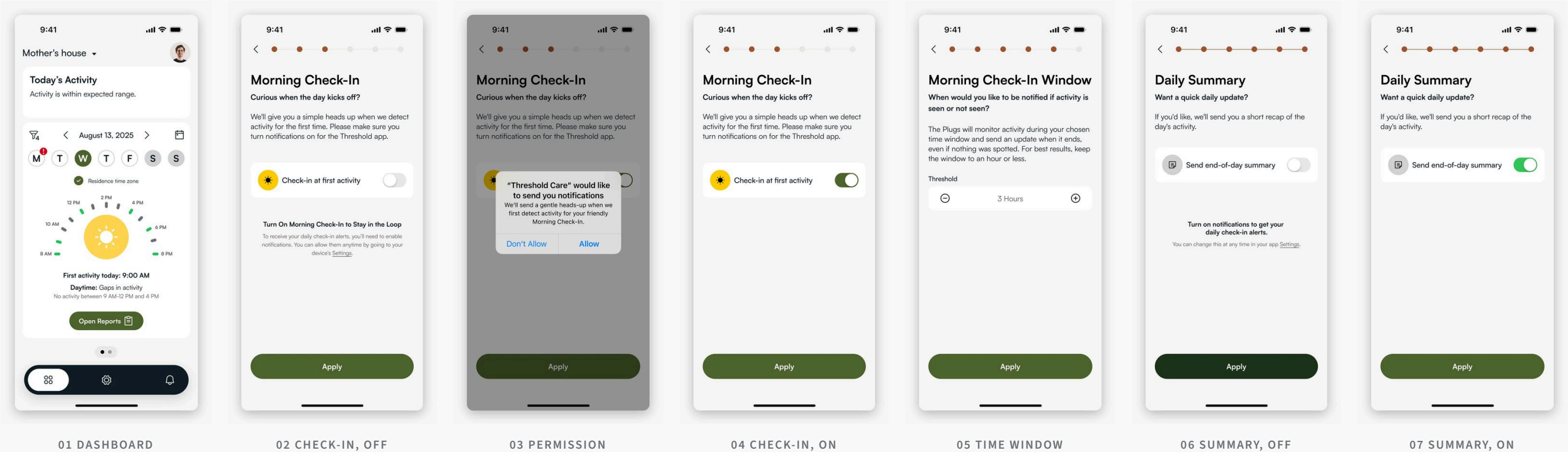
The dial answers “when”, but not “so what”. Plain-language summaries were added above it, in the words a caregiver would use: “First activity at **9:00 AM**, later than usual.”

A number on its own asks the reader to interpret it. A sentence does not. The figure is still there for anyone who wants it, but understanding the day no longer depends on reading the chart correctly.



MORNING CHECK-IN

A feature that starts the day with a digestible summary and fits into the caregiver’s morning routine. Separate flows were designed for new and existing users; the existing-user path is shown here, all **seven** steps.



DramaDash

A short drama streaming app for iOS and Android. The MVP was designed in six days, the app was live on **day 21**, and it holds a **4.8** App Store rating.

OUTCOME

Launched on both stores in **21 days**, later expanded into multiple languages. Proof that with the right prioritisation a competitive product can reach market in a fraction of the conventional timeline.

ROLE

Product planning, UX/UI Design

YEAR

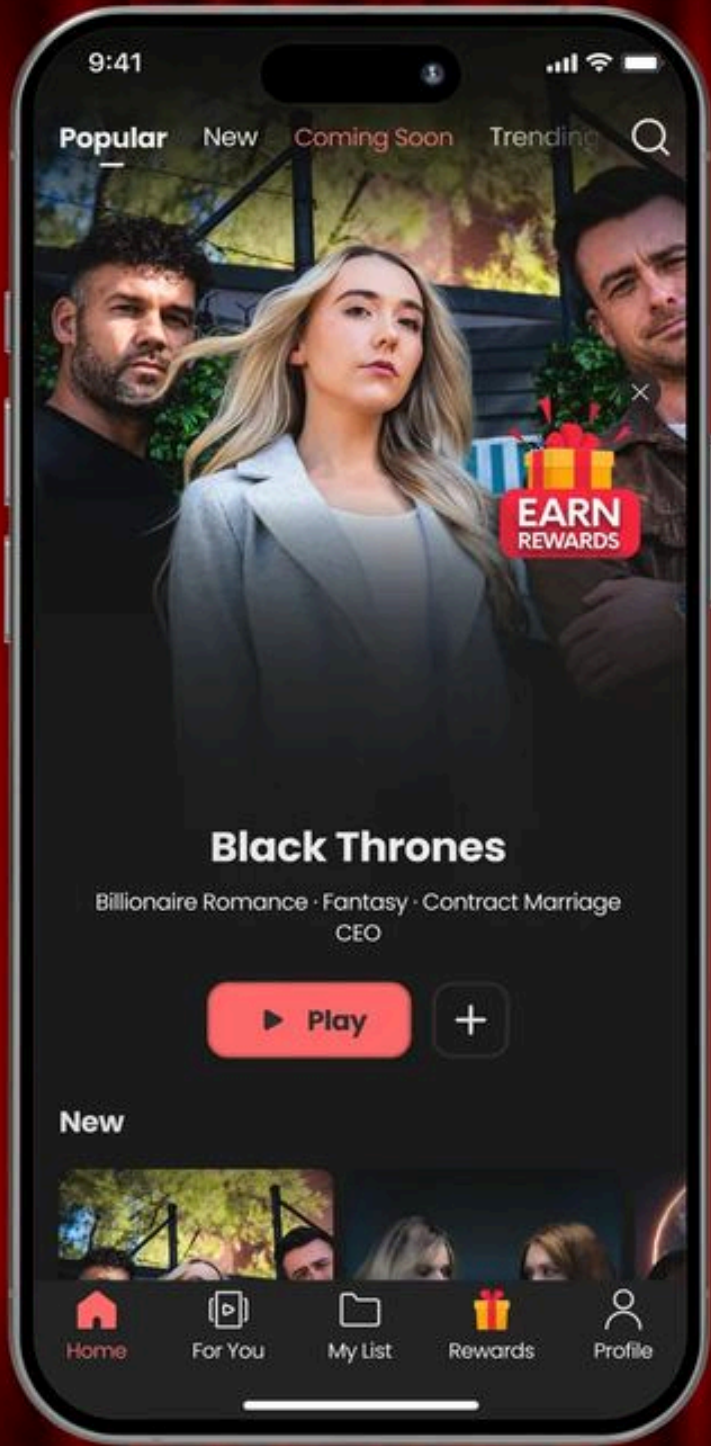
2025

PLATFORM

iOS, Android

WEBSITE

dramadash.app



6

Days to design the MVP

21

Days from zero to live

2

Platforms, launched together

4.8

App Store rating

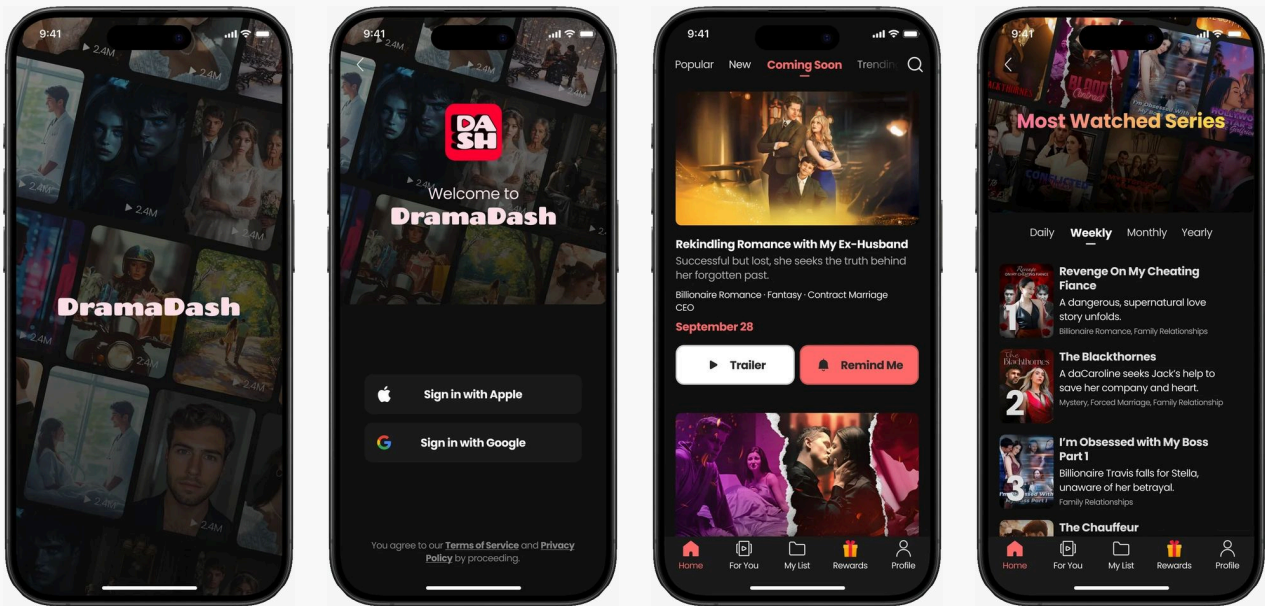
Speed was the brief

Short drama apps had grown into a global phenomenon, with ReelShort and DramaBox already established. The window to validate was narrow and there was no room for months of traditional design cycles. That changes what counts as a design decision: every screen had to be worth the hours it cost.

What carried the deadline

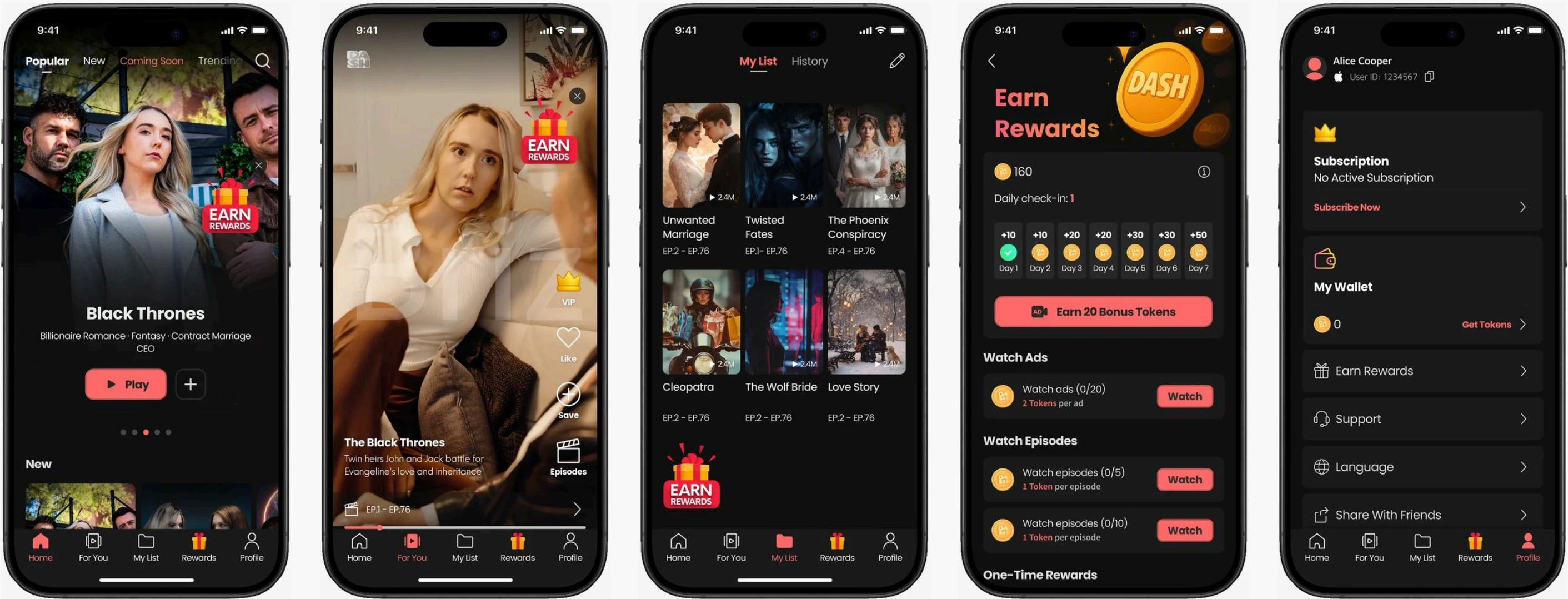
All core flows at once, discovery, drama detail, the episode player, profile and subscription. Familiar industry patterns were adopted deliberately to cut friction and speed up development, and AI tooling produced a full illustration library inside the same six days.

First launch, in order: splash, welcome, the coming soon shelf and most watched.



SCREENS

The core flows, from first launch to the token economy that pays for the next episode: home, for you, the library, rewards and account.



ILLUSTRATION

The token economy needed a cast of its own: something to earn, something to keep it in, something that runs out. The set was produced with AI tooling, which is what made a full illustration library possible inside the same six days as the screens.





LIVE ACTIVITIES

It keeps working on the lock screen

The app carries on outside itself, so a viewer never has to open it to find their place again. Streaming progress, a claimable reward and the permission prompt all live on the lock screen.

DramaDash launched on both iOS and Android in **21 days**, later expanded into multiple languages, and holds a **4.8** rating on the App Store.

Novelty

A reading and audiobook app for iPhone and iPad. The research, the reference scan, the typography trials, the flow chart and the colour work the MVP was built from, and the screens they led to.

SCOPE

Discovery before any interface work: audience and competitor research, nine reading apps pulled apart screen by screen, screen-by-screen product notes, typography trials and a flow chart of roughly **100 screens and states**.

ROLE
Product Design (UI/UX)

YEAR
2024

PLATFORM
iOS, iPad

WEBSITE
novelty.app



Who is this for, what already exists, and where is the room to be different. The audience skews strongly female across a wide age range, which ruled out a young-skewing visual language early on. Reading is the core activity, so the interface had to get out of the way rather than perform.

01

Audience & competitive analysis

Define the audience and their needs. Run a competitive analysis and study the UI/UX patterns of comparable apps.

02

Key features & user flows

Identify the key features, design the experience flows, and build a general road map for the interface.

03

Core interface designs

Produce the primary screens, home, content list, content detail, at a basic level, with simplicity and function leading.

04

Visual system

Set the colour palette and theme, with dark mode considered from the start. Select typography, then detail the icons, buttons and menus.

REFERENCE SCAN · NINE PULLED APART, THREE REFERENCED

Dreame Serialised fiction	GoodNovel Serialised fiction	MoboReader Serialised fiction	Joyread Serialised fiction	Galatea Immersive fiction	Wattpad Community writing
Storytel Audiobooks	AI Dungeon Generative fiction	Libby Library lending	Everand Also referenced	Apple Books Also referenced	Audible Also referenced

The shortlist was not picked by taste. It came from the top **five** charts in **five markets**, the United States, Canada, Mexico, Brazil and Argentina, tracked on Apptweak across a month, **22 February to 22 March**. Discover, book detail, reading view and library were captured separately for each.

TYPOGRAPHY

In a reading app, the typeface is the product

Every candidate was set into a real reading page with a full short story rather than a line of sample text: the same paragraph, the same measure, the same line height. A typeface that looks characterful in a specimen can turn tiring across a chapter, and that only shows up at length.

Maven Pro runs the whole app: navigation, buttons, cards, empty states. In the reading view the reader picks from three serifs rather than living with one person's taste.

01



Serendipity

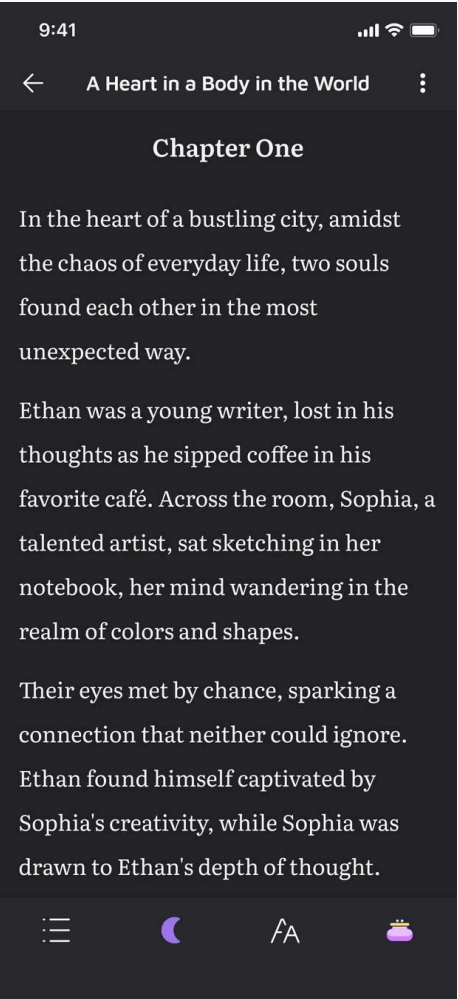
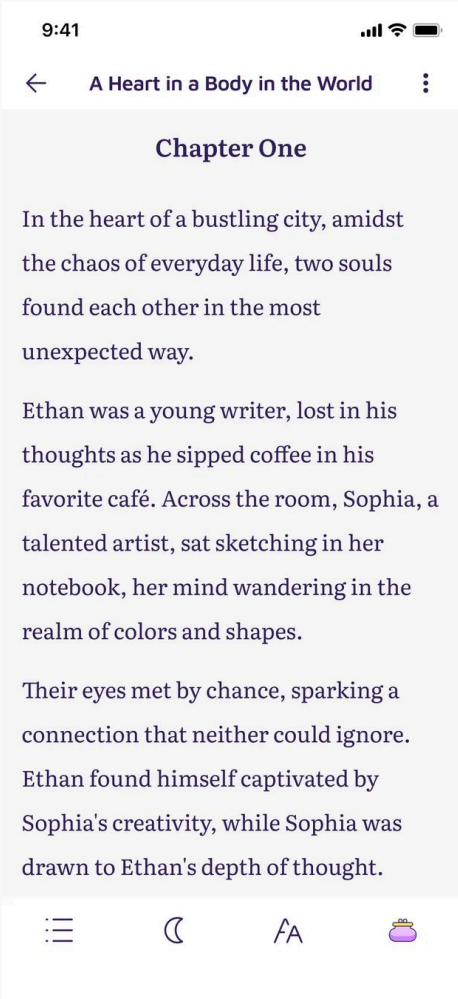
In the heart of a bustling city, amidst the chaos of everyday life, two souls found each other in the most unexpected way.

Ethan was a young writer, lost in his thoughts as he sipped coffee in his favorite café.

Across the room, Sophia, a talented artist, sat sketching in her notebook, her mind wandering in the realm of colors and shapes.

Their eyes met by chance, sparking a connection that neither could ignore. Ethan found himself captivated by Sophia's creativity, while Sophia was drawn to Ethan's depth of thought.

Days turned into weeks, and their chance encounters at the café turned into deliberate meetings. They shared their dreams, fears, and passions, discovering a profound understanding in each other's words.



Off-white, not white

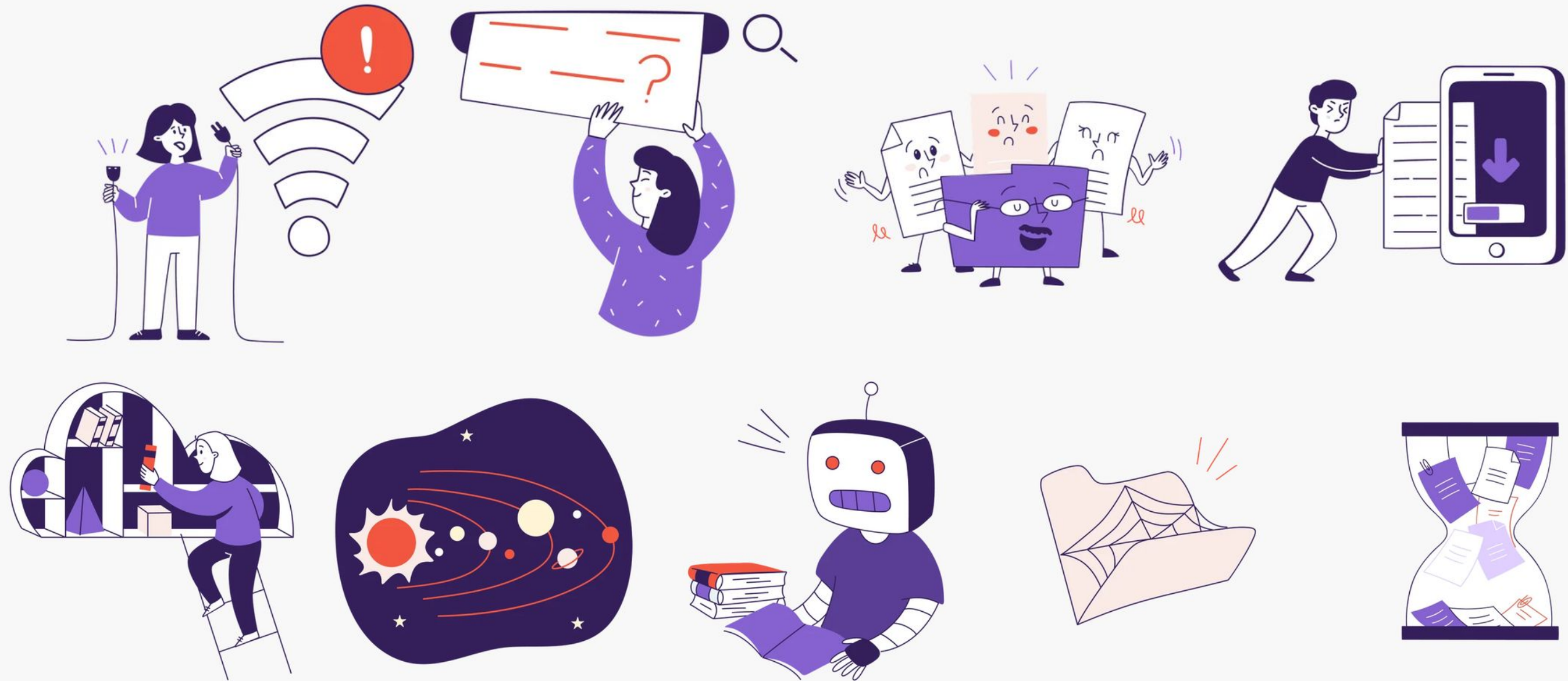
The reading view sits on **#F3EEE7** rather than white. Pure white against a dark room is a wall of light, and an hour of it is what makes people put a phone down. The off-white takes the glare off without reading as a tint.

A dark theme, not an inversion

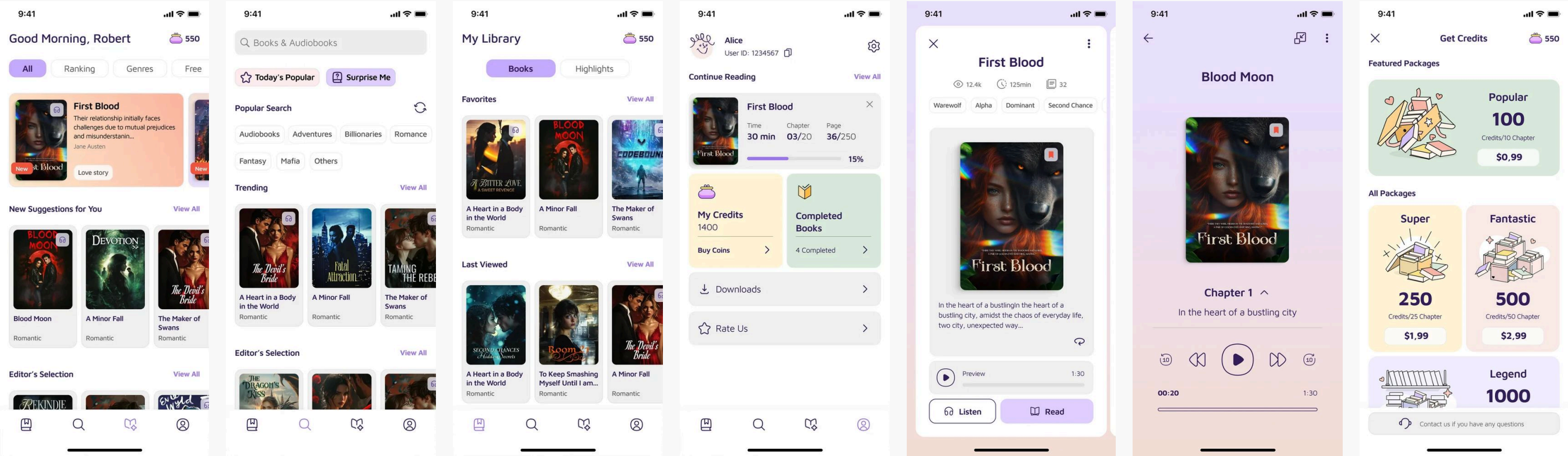
The night theme is the off-white’s opposite number rather than an inverted copy. One purple carries the brand and everything else stays out of its way, with five pale tints behind content.

EMPTY STATES

Nine moments where the app has nothing to show. An empty screen is usually where a product starts to feel broken, so each one got its own drawing, its own title and its own way out instead of a shared shrug.

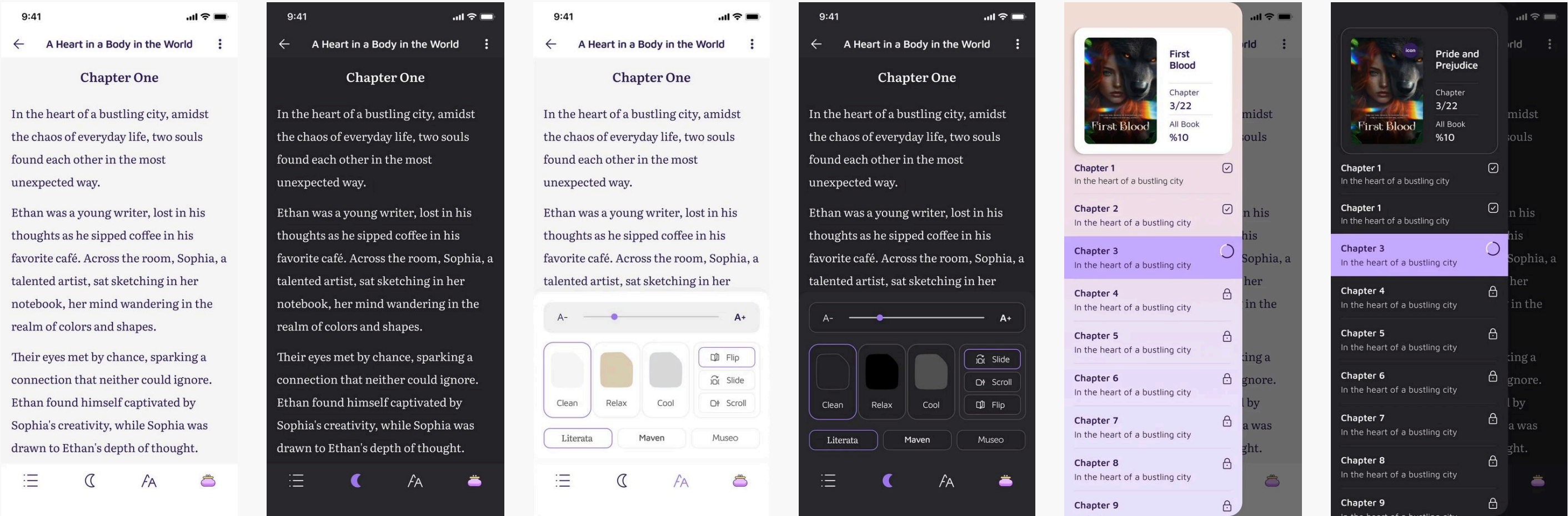


Discover and search, the library and profile, and book detail: summary, opening extract, theme, rating and reviews, with buy, start reading, save and share all on one screen.



The reading view in both themes, and the four controls behind it: type size, background, page transition and typeface.

All **thirteen** final screens are shown across these two pages.



Joi

App Store product page optimisation. Same app, same traffic, a product page rebuilt around what people decide on in the first three seconds.

CONTEXT

Joi is a live video chat app by VLMedia with **26M+ active users** and a **4.5** average rating. At that scale the store listing is the last screen between an interested visitor and an install.

ROLE
ASO and product page design

YEAR
2024

Joi

PLATFORM
iOS

WEBSITE
joi.live

Live Video Chat



Chat, New Friends, Video Calls



RESULT

+40%

Conversion rate

2

Weeks to result

7

Screenshots designed

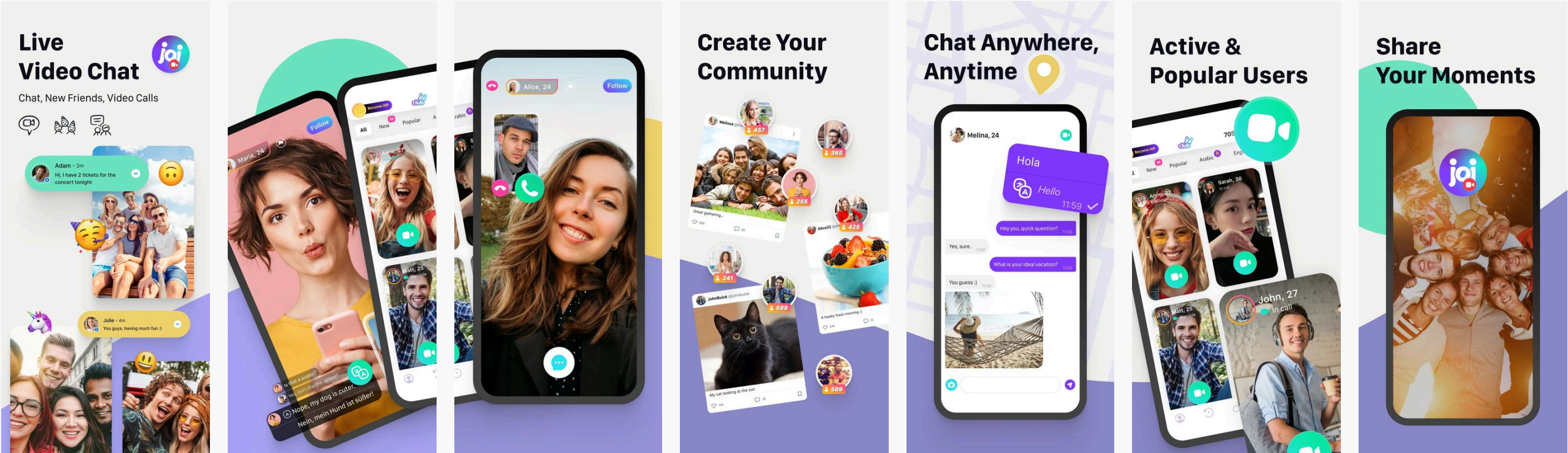
26M+

Active users worldwide

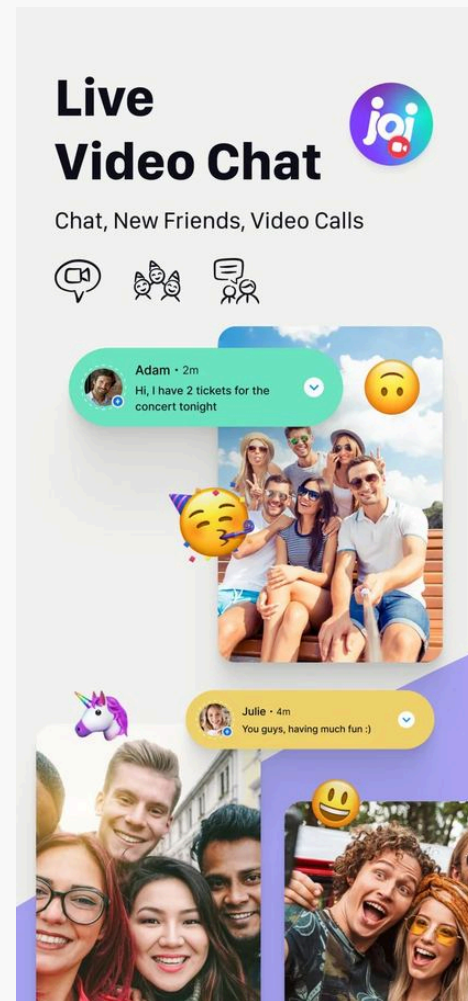
4.5

Average App Store rating

All seven screenshots, in the order the store shows them.



A/B tested on the live App Store listing, iOS, 2024. Active user count and rating are Joi’s own figures at the time of the work.



What changed

The first two screenshots carry almost all the weight, so they stopped being a feature list and started answering one question: what happens when I open this app. Headlines were shortened until they held at the size the store actually shows them, and the feature set was ordered by what people came for.



Tested, not assumed

Variants ran as A/B tests on the live listing rather than being chosen by opinion. Within **two weeks** the new set lifted the conversion rate by **40%**. Same app, same traffic, a different first impression.

Waplog

A dating app with video chat. The modal dialogs were the only surface the product could change without shipping an update, and no two of them agreed on anything.

SCALE

40M downloads, a place at **#60** in the US grossing charts for social networking, and **10K daily active users**. The work sits inside a product already at scale, where a change costs more than it does in a young app.

ROLE

Structure planning, UX/UI, Lottie files

YEAR

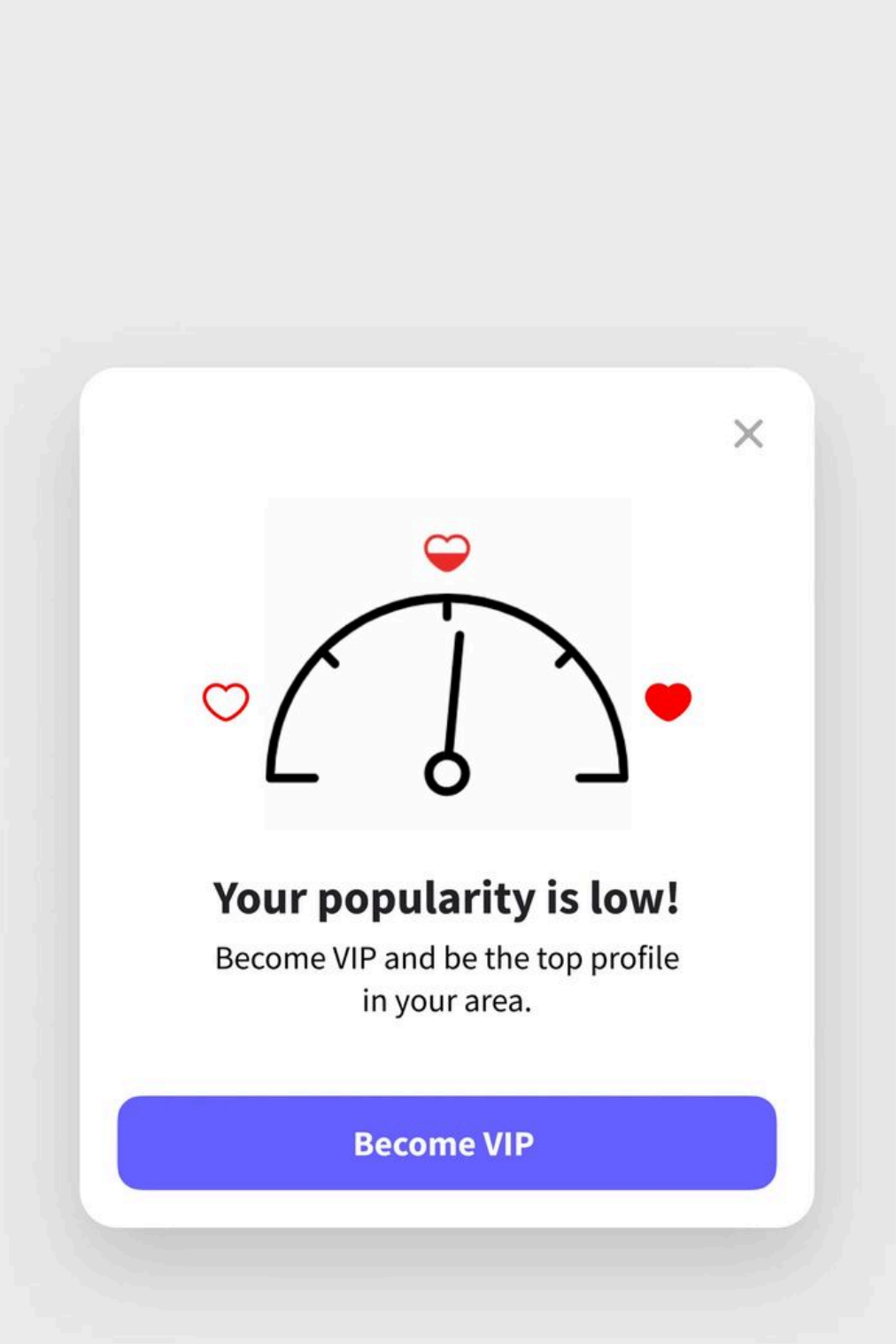
2021

PLATFORM

Android, built to carry to iOS

WEBSITE

waplog.com



Modal dialogs

What I inherited

Thirty-six dialogs, built one at a time by different hands over several years. Nobody had owned them as a set, so each one solved its own moment and forgot the rest.

Buttons came in blue, pink, gold and plain text. **Four** asked you to verify your photo, in four different layouts. **Four** more asked you to upload one, each in its own way. **Three** announced a gift in near-identical magenta panels that differed only in wording. One was a bare Android system alert that had never been designed. One showed an empty circle where its artwork should have been.

Built on Android in **2021** and structured so the same set could carry to iOS without being redrawn.

The rules I set

- 01 One container. Every dialog is the same box, with or without a close button.
- 02 One title and description block, always in the same place.
- 03 A body slot that takes one of five things, never a new drawing.
- 04 One button row, with a fixed order for primary and dismiss.
- 05 Nothing bespoke. If a dialog needs a new part, the part joins the set.

36

Dialogs inherited

Waplog

11

Dialogs in the set that replaced them

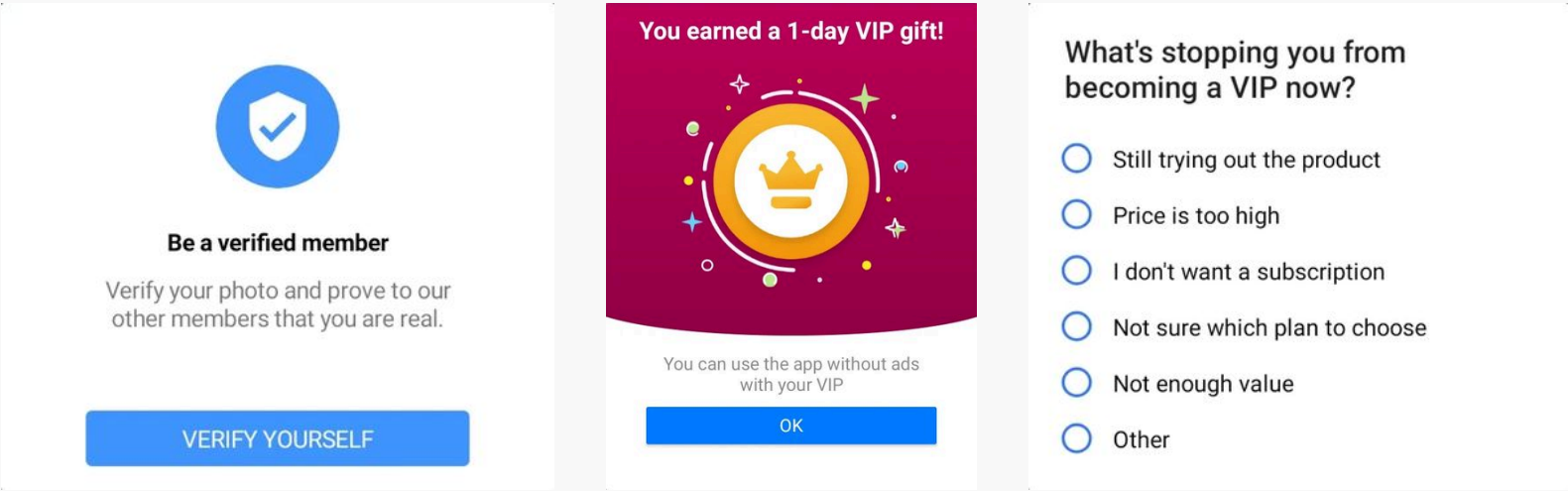
5

Body types, instead of thirty-six drawings

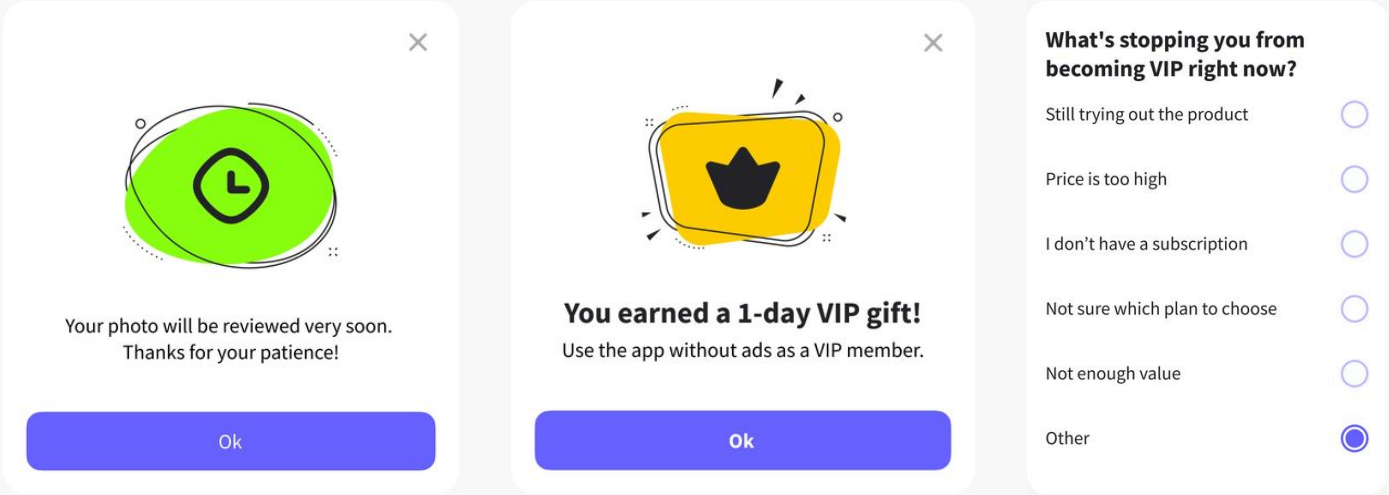
BEFORE AND AFTER

The same three jobs, done twice. Asking someone to verify a photo, telling them a gift arrived, and asking why they have not subscribed. On the top row each one invented its own container, its own button treatment and its own spacing. On the bottom they are the same three moments, assembled from the shared set.

Before Photo verification, a gift, a VIP survey. Three containers, three button styles

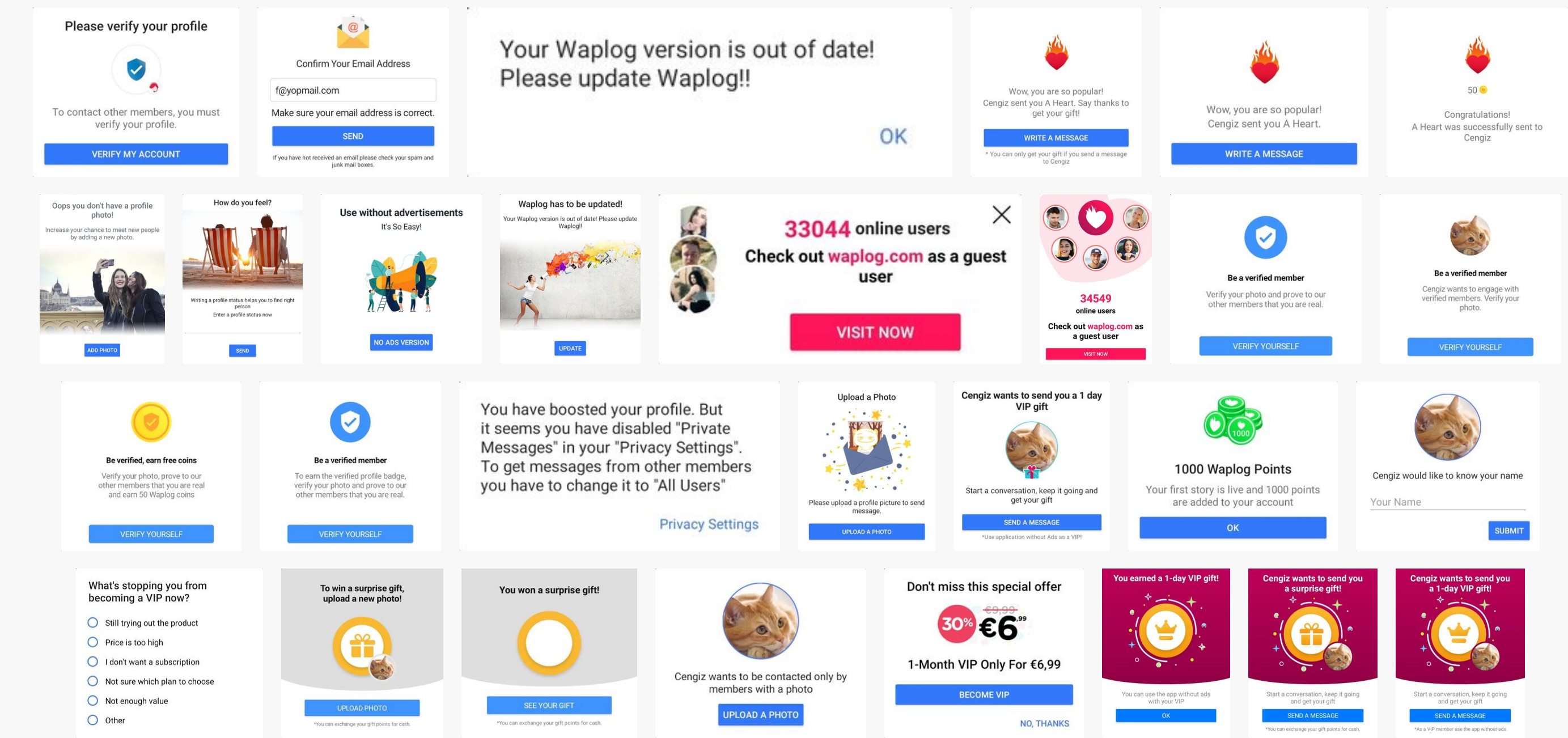


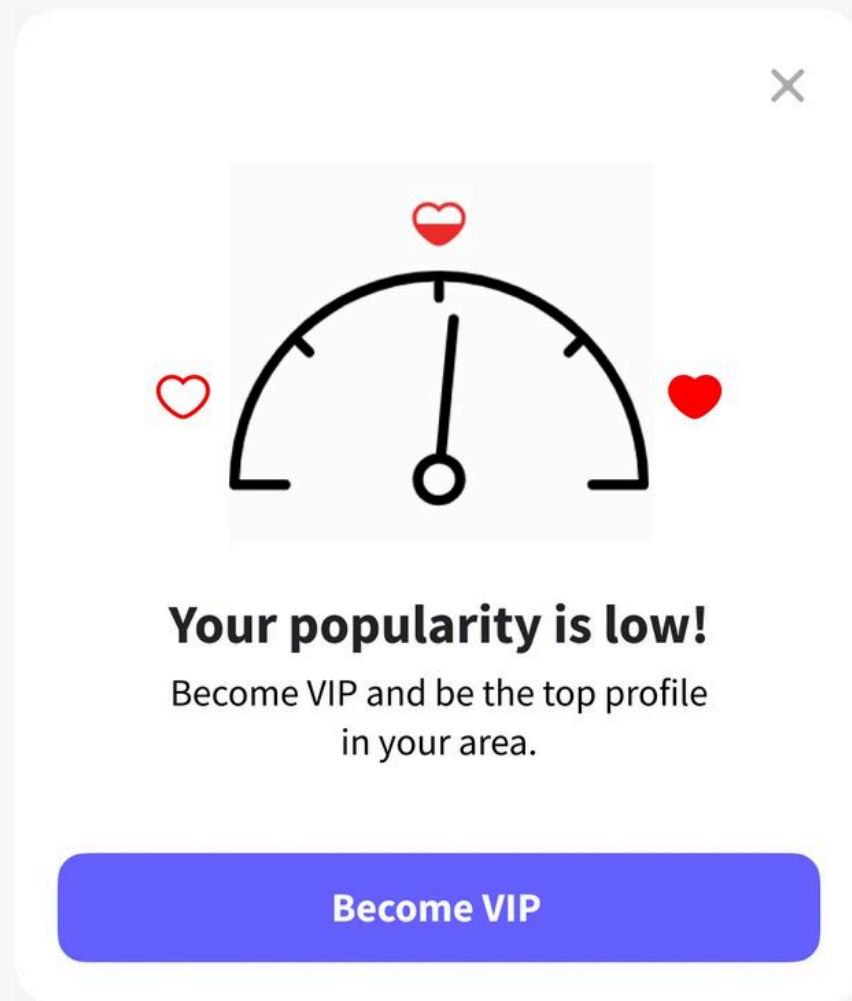
After The same three jobs, one container, one button row



WHAT I WALKED INTO

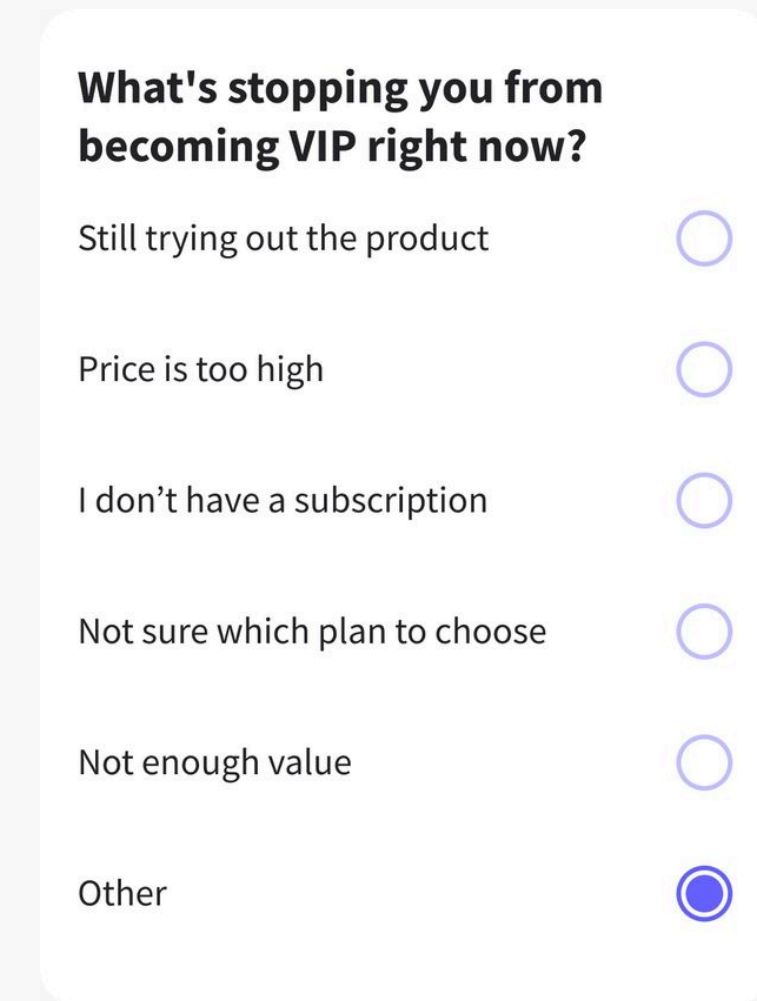
Twenty-nine of them, laid out together for the first time. Seen one at a time inside the app, each looked fine. Seen as a set, the duplication is the whole story: four ways to ask for a photo, three ways to announce the same gift, two sizes of the same online-users panel.





Components, not screens

Each dialog is a stack of parts rather than a drawing: a container top with or without a close button, a title and description block, a body, and a button row. The body is the only thing that changes, and it takes one of five things: an illustration, an avatar cluster, a benefit list, a text field or a survey.

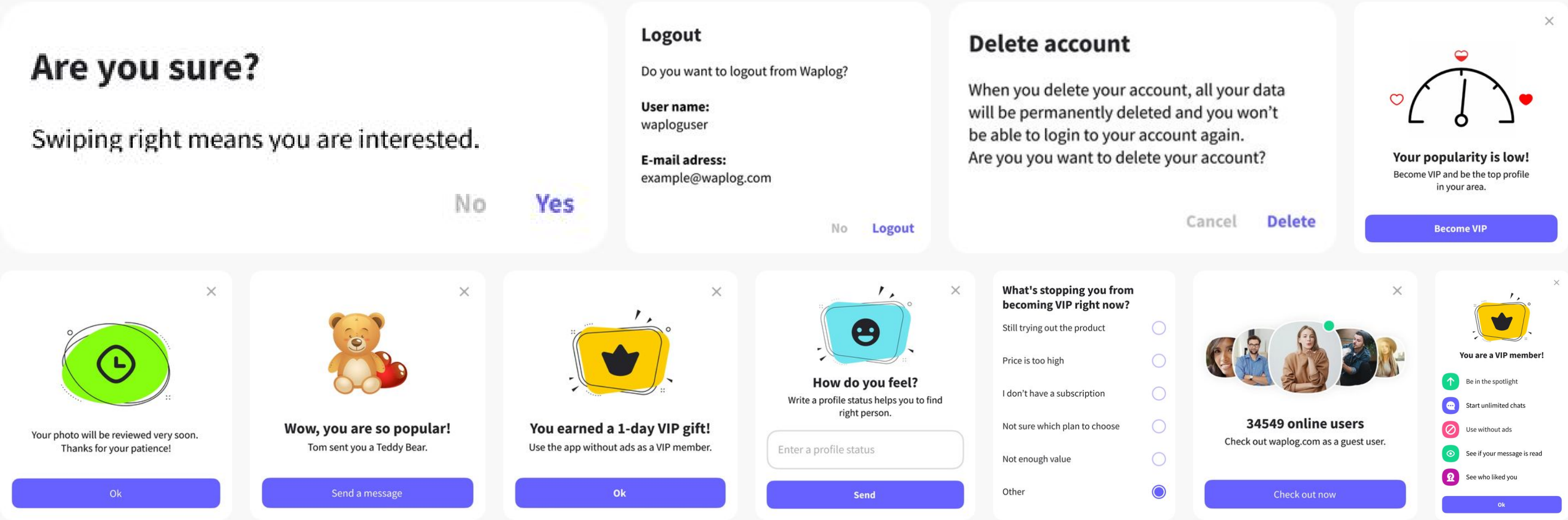


Boring in the right places

The same container, the same button rows, the same spacing, assembled differently each time. A dialog stopped being a design job and became a configuration, which is what made the next one cheap.

THE SET

Eleven dialogs, every one of them built from the same parts. Put side by side they read as one family, which is the test the old set failed. The team could then add, change and reorder dialogs without disrupting the user journey, because the pieces were already in the app and no release was needed to rearrange them.



UE

Thank you for reading.

Eight projects, from research through to shipped screens.
If any of them raised a question, or you want the thinking behind a decision, I am happy to walk through it.

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