

Ufuk Ergun

Senior Product (UX/UI) Designer

Ankara, Turkey · Open to relocation to Germany

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Professional Summary

Senior Product (UX/UI) Designer specializing in consumer mobile apps, AI-powered experiences, and connected device ecosystems, with products that have collectively reached **200M+ users globally**. Leads design end-to-end across dating, live video chat, streaming, smart home, and wellness, combining AI-assisted workflows with scalable design systems to move fast without losing quality. Brings a strong foundation in creative advertising and brand communication.

Work Experience

Senior Product (UX/UI) Designer | Apr 2019 – Present

VLMedia Inc. · Ankara, Turkey (*One of Turkey's leading consumer mobile product studios*)

- Led product design initiatives across a portfolio of 4 consumer mobile apps with a combined reach of **200M+ users in 50+ countries**, collaborating closely with Product Owners, engineers, and fellow designers to deliver user-centered experiences.
- DramaDash: Led the end-to-end Product (UX/UI) design of a short-drama streaming platform, from product discovery and user flows to high-fidelity UI and scalable design systems. Utilized AI-assisted workflows to accelerate design exploration and design system development. Launched on iOS and Android within **21 days**, later expanded to multiple languages, and achieved a **4.8 App Store rating**.
- Redesigned the Gaze Loyalty Rewards experience, reducing reward-related user complaints from **25% to near zero** through A/B-tested UX improvements.
- Optimized App Store product page visuals for Joi, achieving a **40% increase in conversion rate within 2 weeks** through ASO-focused design iteration and A/B testing.
- Established and maintained shared design systems across multiple products, improving consistency and streamlining collaboration between design and engineering teams.
- Leveraged product analytics, user feedback, and market insights to support product decisions and continuous experience improvements.

Independent Projects (*Employer-approved*)

Lead Product (UX/UI) Designer | Freelance | 2024 – Present

Durin.ai · AI-Powered Smart Access Ecosystem

- Led the end-to-end Product (UX/UI) design of an AI-powered smart access ecosystem across **80+ screens**, covering UX research, user flows, high-fidelity UI, hardware interaction patterns, design systems, and App Store assets.
- Partnered with the Product Manager and Marketing Lead to translate complex AI and computer vision capabilities into intuitive user experiences across mobile and hardware touch points.
- Supported a beta program with **150+ users** and contributed to the product's showcase at **MWC Barcelona 2026** and subsequent strategic partnership with **Philips Home Access**.

Lead Product (UX/UI) Designer | Freelance | 2023 – 2025

Mindary · Positive Psychology & Wellness App

- Led end-to-end design of a mobile wellness platform across iOS and Android — covering user journeys, information architecture, interaction patterns, and a scalable design system focused on mindfulness, habit formation, and mood tracking.
- Translated behavioral psychology principles into intuitive, user-centered product experiences in close collaboration with founders and stakeholders.
- Delivered a product experience that achieved a **4.9 App Store rating** and attracted investor funding, validating both design quality and product-market fit.

Senior Art Director | UI Designer | Sep 2012 – Mar 2019

Mineral Visual & Marketing Communications · Ankara, Turkey

- Led creative direction and end-to-end project delivery across hospitality, energy, healthcare, and retail sectors, managing clients, developers, photographers, illustrators, and production teams simultaneously.
- Directed the full relaunch campaign of Atakule - one of Ankara's most iconic landmarks, overseeing every touchpoint from brand identity to production with a **~1M TL budget** (2017).
- Led all advertising creative for Beypazarı Maden Suları (Turkey's leading mineral water brand) across print, TV, billboard, and digital channels and campaigns performed so strongly that ads were periodically paused due to stock depletion during peak seasons.
- Recognized with a **Kırmızı Bölge certificate for creative work** on No4 Restaurant.
- Notable clients: JW Marriott, Wyndham Hotels, EnerjiSA, Turkish Petroleum, Atakule, Beypazarı Maden Suları.

Senior Art Director | Sep 2011 – Sep 2012

Grafikir · Ankara, Turkey

- Led creative direction across branding, advertising, and communication projects for local and national clients, managing end-to-end campaign delivery from concept to production.
- Directed a tourism campaign with a 4-person creative team that won the **Kırmızı Bölge "Best Ad in Tourism, Travel & Culture" award** in 2011.
- Notable clients: Medyasoft, Nata Vega Mall, Aqua Vega Aquarium.

Art Director / Graphic Designer | 2006 – 2011

VIPART & Tasarım Stüdyosu, Ses Reklam · Ankara, Turkey

- Delivered branding, packaging, print, and campaign work for consumer and corporate clients across multiple studios, building a foundation in visual communication and creative production.
- Notable clients: Anadolu Efes, Design Turkey Awards, Bağdat Baharat.

Education

Bachelor's Degree – Banking & Finance | 1999 – 2004 Bilkent University, Ankara

Skills and Tools

Product Design

Product Discovery, User Research, Information Architecture, Interaction Design, User Flows, Design Systems, Rapid Prototyping, Accessibility, Brand Identity

Tools

Figma, Adobe Creative Suite, Webflow, Jira, Confluence, Sensor Tower, Claude, ChatGPT

Languages

English - Professional Working Proficiency, **Turkish** - Native, **German** - A1 (actively learning), **French** - A2

Certifications

Interaction Design Foundation (IxDF)

- AI for Designers
- Design Thinking