

# Korhan Eser

## Product Designer

www.korhaneser.com

korhanes@gmail.com

+44 7736 911941

I am a digital product designer who keeps the balance between functionality and usability within the business needs with elegant design outputs. I delivered many design solutions and systems for several different industries such as fintech providers, automobile manufacturers, telecommunication enterprises, governmental organs and many more.

## Working Experience

### **letgo** London / Spain

January 2021 - Present

Product Designer (Contract)

- Restructuring web-based experience of letgo for the new business requirements
- Introduced many qualitative research methodologies to the company and web team as they were only moving forward with quantitative data.
- Refined the item listings pages and this raised the sale ratios followed from web from %0.3 to %7.
- Implementing a design system and conducting many workshops with colleagues across the company.
- Conducting many workshops to solidify the foundational business requirements to solidify the design needs.
- Regularly doing health checkups on the previous design system to maintain the previous design deliveries.

### **Various** London / Global

November 2019 - December 2020

Product Designer (Freelance)

- Mostly worked on smaller tasks through Toptal and YunoJuno for various clients from UK, US and EU.
- **Bean Design System Kickstarter:** Released a design system kit for Figma - which is available on Figma Communities right now.
- **urlnet.xyz:** An URL shortening service which got featured daily on ProductHunt
- (Ongoing) Modern Web Development education at [fullstackopen.com](https://fullstackopen.com)

## **Signal Noise** London

August 2019 - October 2019

UX Designer (Contract)

- Worked solely for Siemens CyberSecurity
- Designed a dashboard POC prototype for the upcoming pitch based on the actual security publishing announcements.

## **Nissan** London

February 2019 - July 2019

Sr. Product Designer (Contract)

- Designed the application for a smart electronic vehicle's remote control app.
- Worked on the service design of onboarding and sales channels of the Nissan's Tesla competitor line up - product name is confidential due to NDA

## **Photobox** London

October 2018 - January 2019

Sr. Product Designer (Contract)

- Created the foundations of the design system for a company wide digital transformation
- Designed a white label rebranding system for the sub-brands to follow
- Optimised the delivery channels between design team and the technology department
- 

## **Preqin** London

March 2018 - June 2018

Sr. UI Designer (Contract)

- Preqin is finance company that provides alternative assets information for investors and fundraisers.
- Designed an extensive UI library for several different data visualisations
- The UI library consisted several different dynamically generated data visualisations and graphics
- All library components are built as modules so it could be built depending on Preqin's clients needs.

## **Blenheim Chalcot** London

October 2017 – February 2018

Sr. Product Designer (Contract)

- Blenheim Chalcot is a VC company that funds several different startups every year and offers them working space and experts.
- My task was to create the MVP from scratch
- I did formal and guerrilla interviews to realise the actual needs and what's been planned for the MVP.
- Conducted several different user testings.
- Build a design system which can be used also on the future releases as well to keep the consistency.

## **IBM** Istanbul

March 2017 – September 2017

Sr. Interaction Designer (Contract)

- I was hired to help to solidify the foundations newly gathered design studio in istanbul.
- I set up several workshops both within the studio with employees also potential/ current clients to represent the studio strategy.
- Did kickstart smaller projects for starter projects like cloud file storage application Lifebox for Turkcell.

## **FJORD (An Accenture Company)** Istanbul

December 2015 – March 2017

Product Designer

- Worked with Turkey's largest telco company (TurkTelekom) to build their management dashboard.
- The dashboard consisted several different data visualisations and also required a heavy analysis and filtering the 'dirty' data.
- Conducted weeks long workshops with stakeholders and potential users within the company to determine the needs. This also helped us to figure out the personas that we were planning to target
- Created a modular design system relied on flexibility and reconstructable structure.
- Co-worked globally with Accenture to redesign Dubai's largest telco Company (Etisalat) portal.
- Built an extensive component based responsive design system based on the previously proposed new branding.

- Designed a playbook and worked with Qatar's Ministry of Information and Technology for their future planned Smart City.

## **Commensis (Formerly Monitise) Istanbul**

February 2014 – November 2015

User Interface Designer

- Mostly worked on several different finance tech related products.
- My major design delivery is the mobile banking application of BNP Paribas in Istanbul.
- I worked as a sole designer on the project.
- Delivered design system and every single feature's screen for both Android and iOS

## **Non-Commercial Projects**

### **urlnet.xyz Released**

URL Shortener Service

<https://urlnet.xyz/>

<https://www.producthunt.com/posts/urlnet>

A weekend project done in two days with a friend of mine. The goal was to release any kind of product within a week. I did the front end (including the code) and he did the back end. We published the app on product hunt and got daily feature with over 200 upvotes.

### **{properVideos} Early Development**

Couch Mode Video Aggregator

<https://github.com/Lapin/properVideos>

Personal project that is still on early development stages. Basically it's a self-assessed-homework project to learn React. I'm trying to come up with a product where you can literally just sit back and watch videos like an old school TV - where you don't bother what to watch next.

## **Involved Organisations**

### **Design Thinking Turkey**

Feb 2014 – Nov 2015

Organiser / Mentor

### **OpenIDEO Istanbul Chapter**

Feb 2014 – Nov 2015

Organiser / Mentor

## **Education**

Dogus University Istanbul - BfA Graphic Design 2009

## **Skills and Working Experience**

### **Design Skills**

User Interface Design, User Experience Design, User Research, User Interviews, Workshop Facilitation, System Design, Design Systems, A/B Testing, Prototyping, Interaction Design, Human Centred Design, Information architecture

### **Design Tools**

Figma, Sketch, Framer Web, Webflow, Hadron, Photoshop, Illustrator

### **Development Skills**

HTML, CSS, SCSS, Tailwind, JS, React