

Demet Okyar Ceyhan

Senior Product Designer · Design Leadership · Design Systems · AI-Native Practice

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Product designer who builds design teams and design systems from zero. 8+ years specializing in high-traffic marketplace and e-commerce platforms, with a record of leading multi-designer teams, shipping conversion-critical flows, and establishing scalable design infrastructure that outlasts any single project. Currently driving product design at Getmobil; previously built and led the UX/UI function at Turkey's largest B2B office supplies platform.

EXPERIENCE

Senior Product Designer — Getmobil *(Series A refurbished electronics marketplace, 2M+ monthly visits)* 2024 – Present

- ▶ Own end-to-end product design across web and mobile for the full purchase funnel: onboarding, product discovery, checkout, and post-purchase cross-sell flows.
- ▶ Drove a measurable lift in checkout completion by diagnosing friction through GA4 funnels, Hotjar session recordings, and Clarity heatmaps, then redesigning the highest-dropout steps.
- ▶ Designed a cross-sell bundle feature (accessory recommendations on PDP and cart) that expanded average order value, taking the initiative from concept through research, prototyping, and delivery.
- ▶ Built and evolved the design system and component library in Figma (auto-layout, variants, tokens, variables), ensuring brand consistency and clean developer handoff across all surfaces.
- ▶ Designed an internal CMS/authoring tool enabling non-designer teams to publish product content independently, reducing operational bottleneck and design team dependency.
- ▶ Shipped faster by integrating AI tools (Claude, Lovable, ChatGPT) into daily workflow for research synthesis, UX copywriting, rapid prototyping, and MVP-level explorations.

UX/UI Team Lead — Avansas *(Turkey's largest B2B office supplies e-commerce platform, Turkey & UK operations)* 2022 – 2024

- ▶ Led and mentored a team of designers, owning the UX domain end-to-end across the platform's web and mobile surfaces.
- ▶ Built the design system from scratch: defined component architecture, governance model, contribution workflow, and documentation that enabled the team to scale design output without quality loss.
- ▶ Drove notable improvements in activation and task-completion rates by combining analytics (GA4, Hotjar), A/B testing, and usability testing to identify and redesign underperforming flows.
- ▶ Owned discovery and research practice: stakeholder interviews, usability tests, accessibility audits (WCAG), competitor reviews, and heuristic evaluations, communicating findings through personas, journey maps, and user stories.
- ▶ Facilitated Design Thinking workshops and design critiques, aligning Product, Engineering, and Operations around user outcomes in agile sprints.
- ▶ Introduced structured design review and critique processes that raised the quality bar and reduced post-handoff rework.

Senior UX/UI Designer — Qinox Tech *(Digital agency serving enterprise SaaS and B2B clients)* 2021 – 2022

- ▶ Delivered end-to-end redesigns for multiple SaaS and B2B platforms, unifying interaction patterns, visual language, and content structure across products.
- ▶ Established the foundation of scalable design practice by creating reusable, documented component libraries adopted across product teams.
- ▶ Ran heuristic reviews, task-flow evaluations, and competitor benchmarking, translating findings into a prioritized UX roadmap.

Senior UX/UI Designer — Konfor Furniture *(National furniture e-commerce brand)* 2020 – 2021

- ▶ Led UX/UI redesign of e-commerce website and mobile app, improving product discovery, information hierarchy, and conversion flow.

- ▶ Delivered high-fidelity, brand-aligned UI with accessibility standards, pairing closely with engineers through implementation.

UI & Graphic Designer — AERA Air Conditioning (Turkey & Germany operations)

2018 – 2020

- ▶ Designed websites, landing pages, and marketing assets, establishing a cohesive digital brand identity from the ground up.

Earlier career in graphic design and visual communications (2010–2018), building the visual craft foundation that now informs product and UI work.

CORE SKILLS

Product Design & UX: End-to-end ownership (discovery to delivery), complex multi-step flows, checkout and onboarding optimization, state-complete design, content-first approach

UI & Visual Craft: Interaction design, typography, colour, layout, iconography, brand-aligned high-fidelity UI, responsive and accessible design (WCAG)

Design Systems: System creation from zero, governance and scaling, component architecture, tokens, variables, contribution models, cross-team coordination

Research & Analytics: Usability testing, A/B testing, heuristic evaluation, user interviews, personas, journey maps; GA4, Hotjar, Microsoft Clarity

AI-Native Practice: Claude, Claude Design, Lovable, ChatGPT for research synthesis, rapid prototyping, MVP exploration, UX copywriting, workflow acceleration

Leadership: Team building and mentoring, Design Thinking facilitation, stakeholder management, design critiques, hiring, agile/scrum delivery

Tools: Figma (expert: design systems, prototyping, auto-layout, variants, variables, branching), Miro, Adobe Creative Suite

EDUCATION

Brand Communication — Anadolu University, Bachelor's

2016 – 2018

Business Administration — Anadolu University, Bachelor's

2010 – 2016

Continuing Education: UX Advanced (Usersport Academy), Figma (Udemy), After Effects (Udemy), Graphic Design (Global Career)