

Gizem Bolayır

Product Designer | UI/UX Designer

Portfolio : gizembolayir.com Github : github.com

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Key Achievements

- Monevo: Boosted **core task completion to 85%** via step-by-step **onboarding** progressive guidance in **core financial tasks**.
- Foodpanda Vendor Portal: **Reached 90% task completion** by simplifying menu **workflows** and adding **AI-assisted content**.

Professional Experiences

Sr. UI/UX Designer

Doğuş Technology | Dortnoktasıfır Enerji Yazılım Mühendislik (November 2024 – Present)

- **Improved** risk profiling, fund guidance, calculation tools, FonPro, and consent approval **flows** on Agesa's **mobile and web platforms (B2C, Fintech / Insurance)** through user-centered UX enhancements.
- Lead UI/UX for the Monevo App (**B2C, Financial Habit**), improving design systems and task flows **boosting core task completion to 85%** through step-by-step onboarding and progressive guidance.
- Designed insurance service platforms for Volkswagen Doğuş Finans (**B2B, Enterprise Internal Platform, Fintech / Insurance**), including **Customer 360 dashboards, policy and payment screens**, and system integration flows; improved **information architecture** to enable clearer, more **efficient user journeys** for agents (internal users).

Sr. Product Designer

Self-Employment (August 2023 – November 2024)

- Executed **end-to-end design** for a parking reservation system (LetsParky) at Istanbul Airport, enhancing navigation and booking.
- Built an accessible marketplace (LetShape) connecting 3D printer owners with clients, **optimizing user flows and overall engagement**.

Sr. Product Designer

Delivery Hero Tech Hub | Yemek Sepeti (March 2021 – August 2023)

- Redesigned the Menu Management section of Foodpanda's Vendor Portal (**B2B SaaS, Vendor Operations Platform**), improving key vendor workflows such as item availability toggling and bulk editing; achieved a **90% task completion rate** in usability testing through streamlined interactions.
- Redesigned Yemek.com (**B2C, Content & Discovery Platform**), **increasing advanced search filter usage by 32%** and **improving task completion by 28%** through simplified navigation and a step-by-step onboarding experience.
- Designed the in-app payment experience for FoodPay (**B2B SaaS, Fintech / Payment Platform**), creating a seamless and intuitive checkout flow that **improved user adoption** and **reduced friction** across the ordering journey.

UI/UX Designer

Fibabanka (November 2019 – March 2021)

- Redesigned the Piri app to **optimize sales processes** and built **accessible Design System**.
- Developed Symphony, an internal app that streamlined reporting, HR, and social features, boosting engagement.

QA Engineer

Garanti Technology BBVA (December 2018 – November 2019)

CRM–IVR Applications (Call Center Integration) & Garanti STEP (Tablet Customer Onboarding)

- Performed **functional, regression, and integration testing**; verified backend with **SQL**, validated error scenarios, and supported **UAT** with dev and call center teams.

QA Engineer

Innova IT (April 2016 – December 2018)

Tax Free Zone (Digital Tax Refund System)

- Executed **backend testing** for tax refund flows and edge cases; verified data with **SQL** and supported **UAT** with business users.

TTNET Marka Ortaklığı (Partner Campaign Integrations)

- Performed **backend testing** and **integration testing** between TTNET billing/CRM and partner brand systems, validating campaign **enrollment, cancellation, and billing accuracy**.

Vodafone & Turk Telekom BPPS (Bill Payment & Presentation System)

- Tested bill payment, refund, and inquiry flows; verified limits, fraud checks, and encryption rules. Performed **SQL log validation** (Toad) and managed defects in Jira, supporting **UAT**.

Hepsiburada PayFlex Instant Loan

- Performed **functional and regression testing** on loan flows; validated bank integrations and data consistency using SQL, SOAP UI, and Postman to ensure reliable releases.

Education

Advanced English Course

Emerald Cultural Institute (December 2023 – June 2024, Dublin, Ireland)

B.Sc. in Computer Engineering

TOBB University of Economics and Technology (September 2009 – January 2015, Türkiye)

Skills

Product Design : Wireframing, Prototyping, Information Architecture, Journey Mapping, A/B Testing, User Research, User Interview & Focus Group, Data Driven Optimization, Usability Testing, Design Systems, Visual Design, Style Guides

Development : HTML5/CSS3, JavaScript, React(fundamentals), SQL

Software & Tools : Figma, Sketch, Adobe XD, AI Tools (Vercel v0, Cursor, Claude, Lovable ChatGPT, Uizard, FlowMap, Napkin AI), Balsamiq, Maze, Miro, Jira, Confluence, Postman

QA & Testing : Functional, Regression, Integration & Cross-Platform UI Testing; Test Planning, Edge Case Validation; SQL/Linux; Familiar with Selenium, Cypress, and CI/CD.

Languages

English : C1 (IELTS Academic 7.0, British Council, 2026)

German : A2 (Goethe Institut, 2015)

Certifications

IELTS Academic, Overall Band Score 7.0 (CEFR C1), British Council (08.03.2026)

Fullstack Developer Course, GoIT (03.2025 - 02.2026)