

EMRE AY

UX/UI & Product Designer
Amsterdam, Netherlands

ABOUT ME

I'm a UX/UI and Product Designer with 10+ years of experience, based in **Amsterdam**, holding a **Self-Employed Work Permit Visa** until **2028**.

With 7 years of Fintech expertise, specializing in **B2B, B2C, SaaS**, and **Design Systems**, Responsive Projects, Mobile Apps, focusing on UX/UI through user flows, wireframes, and prototypes.

CONTACT

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KEY ACHIEVEMENTS

PRODUCT DESIGN SYSTEM LAUNCH SUCCESS

Spearheaded the design of a Design System, leading its rollout across **10+ banking products** and delivering a **46% increase** in new customer acquisition within **6 years**.

CLIENT SATISFACTION INCREASE

Improved client satisfaction scores by **40%** through the implementation of a new design system, directly contributing to higher client retention rates.

DESIGN EFFICIENCY GAINS

Reduced design work time by **65%** by establishing a design system, **actively used in 4** and impacting a total of **15 projects**.

EXPERIENCE

VeriPark

2019 - 2024

UX/UI Team Lead - Product Designer

- Led the Design and implementation of a comprehensive **Design System** for VeriPark's **Internet Banking, Mobile Banking, B2B - B2C and SaaS** products, creating a smoother user experience and a more efficient workflow.
- Reduced design work time by 65%** through the creation of a design system, actively used in 4 and impacting a total of 15 projects.
- Mentored 5 interns and 3 team members in DesOps, with 80% of mentees achieving promotions or taking on leadership roles within 18 months.
- Analyzed user feedback to drive UX updates, improving user satisfaction and reducing pain points.
- Collaborated with the QA team on User Testing and A/B Testing to validate products before production.

Projects:

BarclayCard · Akbank AG · Masraf Al Rayan Bank · Halkbank · DenizBank · Garanti BBVA Romania · YapıKredi Azerbaijan · JTI · Arrow Global Group · Innovation Credit Union · DY Bank · Gelir İdaresi Başkanlığı / Turkish Revenue Administration · Sharepoint Together Platform · Design System of VeriPark Products

Project House - Member of HAVAS

2014 - 2019

Art Director - Ux&Ui Designer

- Collaborated with creative directors, copywriters, and developers to design UX/UI for websites, mobile apps, and digital ads.
- Handled end-to-end design processes, from wireframing to delivering final designs to development teams.
- Conducted **A/B Testing** and **User Testing** to optimize designs before deployment.

Ux&Ui Designs:

Doğuş Otomotiv (D-Mobile iOS app) · Koç Dijital Dönüşüm · Aygaz Online Satış · Keyiflibahçe · IGA (Istanbul Grand Airport) · Expo 2016 Antalya · Alem · Zorlu Holding Intranet · Abdi Ibrahim Intranet · SOCAR Group Web Sites · Mitsubishi · Azersun · ASELSAN · Aegon Direkt · Petrol Ofisi · Şişecam · Paşabahçe · Isıcam · Düzcam · Şişecam Kimyasallar · Aytemiz · Anadolu Hayat Emeklilik · Hey Happy App

Art Direction:

HSBC · Mitsubishi · SuperFresh · Aegon Direkt · IBM · Intel · Durex · MEF · Zorlu AVM · Akasya AVM · Anadolu Hayat Emeklilik

gri{creative}agency

2013

Jr. Web Designer

PixelPlus

2011 - 2013

Jr. Designer

CORE & TECHNICAL SKILLS

Design Tools

Figma · Sketch · Adobe XD · Axure RP · Adobe Photoshop · Adobe Illustrator · Balsamiq · Miro · Voiceflow · UserTesting

Design Expertise

User Flows · Wireframes · Prototyping · Digital Design (Desktop, Mobile, Tablet, Smartwatch, TV) · Design Systems

Research & Testing

User Research · Usability Testing · A/B Testing · Data Analysis

Management & Leadership

Team Leadership · Mentoring · Intern Training · DesOps Process Management

EDUCATION

Istanbul Beykent University

Associate Degree in Graphic Design