Esma Cevik

Senior Product Designer

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Senior product designer with 10 years across B2B, fintech and consumer products. I build design systems from zero and design complex flows end to end, from research findings to release. Most recently the founding designer of Tradebyte's first design system, now used in three products.

EXPERIENCE

Tradebyte (Zalando Group)

Aug 2024 to Sep 2026

Senior Product Designer · Berlin

- First designer after the Head of Design. Built the company's first design system: tokens, components and usage rules engineers could build with.
- The design system now runs three products. Set UX writing standards across them.
- Designed the multi fulfillment integration and the core integration tool, complex B2B workflows for brands selling across European marketplaces.
- Ran user interviews and usability tests with internal teams to shape the back office tools.
- Worked with product managers and engineers from discovery to release. Onboarded new designers to the design system as the team grew to five, and guided how they contributed to it.

Moonfare

Sep 2022 to May 2024

Product Designer · Berlin

- Designed the website of a private equity platform and built its design system, then led design for onboarding in the product.
- Unified registration across regions and investor types. Completion rose from 30% to 41.3%.
- Partnered with the research team to define pain points, and ran my own research when needed, including a competitor benchmark.
- Set up Heap and Hotjar tracking with the product manager to measure the new onboarding flow and guide design decisions with data.
- One of two designers building the design system for the Moonfare app.

Kaizen Loyalty

Apr 2022 to Sep 2022

Senior UI/Product Designer, freelance · Remote

- Designed loyalty apps for Nutella, Nescafé and Algida, from wireframes to the final design language and components.

Popcorn

Nov 2021 to Apr 2022

Senior Product Designer · San Francisco, remote

- Joined early at a grocery startup selling from roaming vans instead of warehouses.
- Designed end to end across the customer app, driver app and back office, touching every step from order to delivery.
- Built the design system and helped shape the brand before a brand designer joined.
- Used desk research and competitor analysis to shape early product decisions, turning them into user flows, a design audit and wireframes.

Amaris Consulting, for Turkcell

Apr 2021 to Nov 2021

Senior Product Designer · Istanbul

- Amaris took over the Turkcell contract when IBM closed its Turkey office. Continued leading design on fizy and Dergilik.
- Rebuilt the fizy web player on the shared design system, bringing it back in line with the mobile app in small steps.

IBM iX, for Turkcell

Aug 2019 to Apr 2021

Senior Product Designer · Istanbul

- Design consultant embedded in two Turkcell product teams: fizy (music streaming) and Dergilik (digital magazines).
- Built fizy's design system from scratch, one system for mobile and web player. Redesigned the mobile app, web player and fizy.com on it step by step.
- Shipped a new homepage, search with lyric search, player, playlists, onboarding and podcasts.
- Led product design for the Dergilik app redesign including navigation, discovery, reading, listening and subscriptions.
- Joined Kybele, a Design Ops initiative that helped Turkcell teams build their own design systems.

Sovos

2019

UX/UI Designer · Istanbul

- Only designer on a B2B SaaS tool. Interviewed internal stakeholders and worked with customer success. With no project manager, steered the project and managed the external developer.

Userspots

2016 to 2019

UI Designer to Lead UI Designer · Istanbul

- Grew into leading a team of four UI designers across around 40 projects, for banks such as İş Bankası, Garanti BBVA and VakıfBank, and retailers such as LC Waikiki and D&R.

Estanbul Adworks

2014 to 2016

Visual Designer · Istanbul

- Visual and motion design for digital campaigns.

SKILLS

Product	Product design, 0 to 1 product design, interaction design, complex B2B workflows, multi-sided platforms, internal tools, onboarding and conversion
Systems	Design systems from zero, multi-product design, component libraries, design tokens, UX writing standards, Design Ops
Research	Research synthesis, user and stakeholder interviews, competitor analysis, design audits, A/B testing, data-driven decision making
Leadership	UI team leadership, workshop facilitation, prioritization with engineering, project ownership
Tools and AI	Figma, FigJam, Miro, Lovable, Claude, AI-assisted workflows, vibe coding

LANGUAGES AND EDUCATION

Languages	Turkish (native), English (professional), German (A1)
Education	Interactive Media Design, Yildiz Technical University, Istanbul