EZGİ ÖZKAN

SENIOR PRODUCT DESIGNER

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PROFILE

Senior Product Designer with 10+ years of experience across logistics, healthcare, banking, ticketing, and startup products. I have worked across the full product design lifecycle, from user research and product strategy to wireframing, prototyping, interface design, and design systems. I focus on turning complex products into clear, usable, and scalable experiences while building a strong connection between user needs and business goals.

EXPERIENCE

Head of Product Design - Karavan.net | July 2005 - July 2026 | Istanbul

Led product design strategy and user experience at Karavan.net. Reworked key product flows, improved interface standards, created prototypes, and collaborated closely with cross-functional teams on product decisions. Focused on building a more consistent, intuitive, and cohesive experience across the platform.

Freelance Product Designer | 2024 - Present | Remote

Design digital products, websites, and landing pages for startups and small businesses. Create UX/UI designs and prototypes in Figma, then turn them into functional landing pages using Framer, Lovable, and cloud-based development environments. I also work on brand voice, content structure, and conversion-focused user journeys.

Lead Product Designer - Yolda | 2020 - 2024 | Istanbul

Led UX/UI design for logistics platforms. Built a design system and designed shipment creation and tracking experiences, operational interfaces, and dispatch tools. Simplified product flows by bringing together user needs and operational requirements, and also designed the company website.

Senior UX Designer - IBM iX | 2018 - 2020 | Istanbul

Worked on research, information architecture, user flows, wireframes, and interface design to improve user experiences across healthcare and banking projects. Collaborated with multidisciplinary teams to improve usability and overall experience in enterprise products.

UX Designer - Turkcell Technology | 2014 - 2018 | Istanbul

Designed UX/UI for Turkcell's internal digital products and tools. Worked on products that digitized a range of business processes, including Desk, used by more than 3,000 employees, creating user flows, wireframes, prototypes, and interfaces.

Product Designer - Ticketmaster Turkey | 2013 - 2014 | Istanbul

Worked on adapting the ticketing experience to local user needs while maintaining alignment with global Ticketmaster systems. Improved user experience across web interfaces and core purchase flows.

Interaction Designer - Pixoona | 2011 - 2013 | Wiesbaden, Germany

Designed user flows, interaction models, and digital interfaces for photo-tagging and social interaction products in a startup environment. Contributed to prototyping early product concepts and shaping the overall user experience.

EXPERTISE & TOOLS

UX Research · Product Strategy · Information Architecture · User Flows · Wireframing · Prototyping · UI Design · Design Systems · Content Design · Brand Voice & Identity
Figma · Framer · Lovable · Sketch · Notion · Miro · Jira · Wix · WordPress · Google Analytics · Cloud-based Development Tools

EDUCATION

Marmara University, Faculty of Communication
Bachelor's Degree · Istanbul · 2007

LANGUAGES

Turkish - Native
English - Intermediate / Working proficiency
German - Intermediate / Working proficiency