

Korhan Eser

Digital Product Designer
UK, London



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About

As a seasoned Product Designer with over 11 years of experience, I specialize in creating robust design systems, crafting intuitive user interactions, and designing visually compelling interfaces. My work has consistently resulted in improved user engagement and significant performance metrics, reflecting my commitment to excellence in design.

Experience

Sep 23 - Present

Principal Product Designer (Contract)

Philip Morris International
London, UK (Hybrid)

Developed a comprehensive multi-market design system, streamlining communication and enhancing implementation efficiency for developers, designers, and operations teams.

Utilized data-driven measurements to identify and address pain points, increasing conversion rates from 4% to 21% within the first week.

Apr 2022 - Aug 2023

Principal Product Designer (Contract)

Luminary
New York, US (Remote)

Developed a platform for Grantor Retained Annuity Trust (GRAT) creation and tracking.

Addressed complex communication challenges across diverse stakeholders, including advisors, clients, beneficiaries, and lawyers.

Analyzed and resolved user interaction issues, enhancing overall user experience.

Jul 2021 - Feb 2022

Principal Product Designer (Contract)

Prevayl
Manchester, UK (Hybrid)

- Designed user journeys tailored to the needs of PTs, cyclists, and marathon runners.
- Established the design system for the MVP release.
- Achieved a successful app launch with a 4.7-star rating on the App Store and features in renowned media outlets.

Jan 2021 - May 2021

Senior Product Designer (Contract)

letgo
Barcelona, ES (Remote) / London, UK

- Revamped the web-based experience to align with new business requirements.
- Pioneered qualitative research methodologies, enhancing decision-making beyond quantitative data.
- Improved sale ratios through refined item listing pages and the introduction of a comprehensive design system.

Nov 2019 - Nov 2020

Senior Product Designer (Contract)

Various
Remote

- Collaborated on diverse tasks for clients globally through platforms like Toptal and YunoJuno.
- Launched the Bean Design System for Figma, available in the Figma Community.
- Developed urlnet.xyz, a URL shortening service featured on ProductHunt.

Feb 2019 - Jun 2019

Product Designer (Freelance)

Nissan
Barcelona, ES (Remote) / London, UK

- Crafted the design for the Connect EV app, enhancing the experience for smart electronic vehicle control.
- Contributed to the service design, focusing on Ariya's onboarding and sales channels.

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Experience (continued)

Oct 2018 - Dec 2018	Sr. Product Designer (Freelance) Photobox Barcelona, ES (Remote) / London, UK <ul style="list-style-type: none">Laid the groundwork for a company-wide design system transformation.Devised a white-label rebranding system and optimized collaboration channels.
Oct 2017 - Jan 2018	Senior UI/UX Designer (Contract) Blenheim Chalcot London, United Kingdom Spearheaded UI/UX design projects, improving user experiences and interface designs across various applications.
Mar 2017 - Aug 2017	Senior Interaction Designer (Freelance) IBM Istanbul, TR <ul style="list-style-type: none">Reinforced foundational strategies for a newly established design studio.Pioneered workshops and initiated projects, including the cloud file storage application for Turkcell.
Dec 2015 - Feb 2017	Product Designer FJORD Istanbul, TR <ul style="list-style-type: none">Delivered global projects for clients such as Etisalat, Ministry of Qatar, TurkTelekom, and IsBank.Focused on telecommunication, fintech, and smart city projects, driving innovative design solutions.
Nov 2012 - Nov 2015	User Interface Designer Monitise (Aquired by Commensis) Istanbul, TR Specialized in fintech-related products, notably crafting the mobile banking application for BNP Paribas in Istanbul.

Education

2009 - 2011	Grapic Design (Contract) Dogus University Istanbul, TR
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Skills

Design Tools	Figma, Sketch, Adobe XD, InVision
Technologies	HTML, CSS, JavaScript
Methods	User Research, Prototyping, Wireframing, Information Architecture
Learning	Astro, React