



# UI/UX Designer

# Tayfun Holin

With 4+ years of experience in UI/UX design, I have worked across industries such as e-commerce, OTT, Web3, and mobile applications. I bring a high-performer mindset, taking ownership of customer problems and building scalable design systems and design tokens. By combining a user-centered design approach with strong product thinking, I create usable, scalable, and visually consistent digital experiences.

## Tools

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[Portfolio](#)

## Tools

**Figma**

**Adobe Photoshop**

**Adobe Illustrator**

## Design

**Information Architecture**

**Wireframe**

**Interaction Design**

**Interface Design**

**UX Research**

**Design System**

**Prototyping**

## Process

**Human Center Design**

**Design Sprint**

**Agile Methodology**

**Kanban Methodology**

## Technical

**HTML**

**CSS**

## CERTIFICATES

**Google UX Design Certification**

Google

## Education

**Ege University**

2017 - 2022

Faculty of Communication

## Experience



**Roofstacks • UI/UX Designer**

Jan 2025 - Jan 2026

In this role, I contributed to UI/UX design processes for GAIN, Bilet Dükkanı, CarrefourSA, TKK, and GoArt projects, gaining cross-industry experience across retail, OTT, travel, and Web3 (XR).

### GAIN

- Conducted netnography research to uncover UX and technical pain points; shared findings with cross-functional teams to resolve them.
- Performed international competitor analysis, identifying long-term OTT trends and integrating relevant features into the roadmap.
- Built a multi-language (TR, EN, AR) and multi-device design system (responsive web, mobile, tablet, Apple TV, Android TV, Smart TV).
- Boosted the app's store rating from 2.1 to 4.3.
- [GAIN Website](#) [GAIN App Store](#) [GAIN Google Play](#)

### Bilet Dükkanı

- Redesigned purchase flows for bus, flight, hotel, transfer, and car rental features on the Bilet Dükkanı platform, adapting them for web and responsive applications.
- Enhanced component development to improve design system consistency and scalability.
- [Bilet Dükkanı Website](#) [Bilet Dükkanı App Store](#) [Bilet Dükkanı Google Play](#)

### RoofRetail

- Contributed to Retail vertical customer acquisition initiatives.
- Designed a Scan&Go application from concept to prototype; validated via customer interviews and needs analysis.
- The Scan&Go application, in which I actively contributed to the design processes, was awarded "Startup of the Year" at the Mastercard PSM Awards 2025 as a retail-focused solution.
- Contributed to the design processes of Turkey's first SKT (expiration date) feature, from concept to prototype.

### TKOOP

- Leveraged insights from RoofRetail concept studies to create mockups for parallel clients, supporting sales opportunities.
- Created a design system for TKOOP applications covering web, responsive, and mobile platforms.
- Played an active role in the application's design processes, defining the visual language, typography, and color system.
- Designed the TKOOP Loyalty app and Back Office management panels.



**GoArt Worlds • Junior UI/UX Designer**

Sep 2023 - Dec 2024

In this role, I actively contributed to end-to-end design processes across GoArt back office, the GoArt mobile application, the GoArt marketplace, and the GoArt website. I worked on user flows, interface designs, and design system components to ensure a consistent and seamless user experience across platforms.

- Built a multi-language (TR, EN) and multi-device (web responsive, mobile XR) design system.
- Designed Back Office & Brand Office platforms: role/permission flows, campaign & inventory management, AR/VR location and game creation panels, and executive dashboards.
- Redesigned the GoArt Worlds website with story-driven sections (three.js Time Dimension + persona-based landing pages).
- Designed Web3-focused token sale flows and interfaces for the GoArt Worlds ecosystem. The experience covered wallet connection, purchase steps, and informational layers, prioritizing transparency, security, and user clarity throughout the token launch process.
- Designed the application's transition from portrait to landscape mode and managed the handoff processes.
- Contributed to winning 22nd Altın Örümcek (Technology Category Winner & People's Choice) and 2024 Web Excellence Creativity Website Winner awards.
- [GoArt Worlds Website](#) [GoArt Worlds App Store](#) [GoArt Worlds Google Play](#)



**GoArt Worlds • Intern UI/UX Designer**

Jun 2023 - Sep 2023

In this role, I contributed to the design of GoArt back-office screens, completing both desktop and responsive designs.

- Designed B2B back-office screens enabling brands and company employees to manage in-app portals and campaigns.
- Contributed to design system evolution by supporting the transition from style-based structures to variable- and token-based systems, ensuring seamless adaptation across designs.

## References

CGO

**Mehmet Ertekin**

CTO

**Ziya Ercan Erdem**

Head of Product

**Fulden Koç**

Lead UI/UX Designer

**Üğur ANLAK**