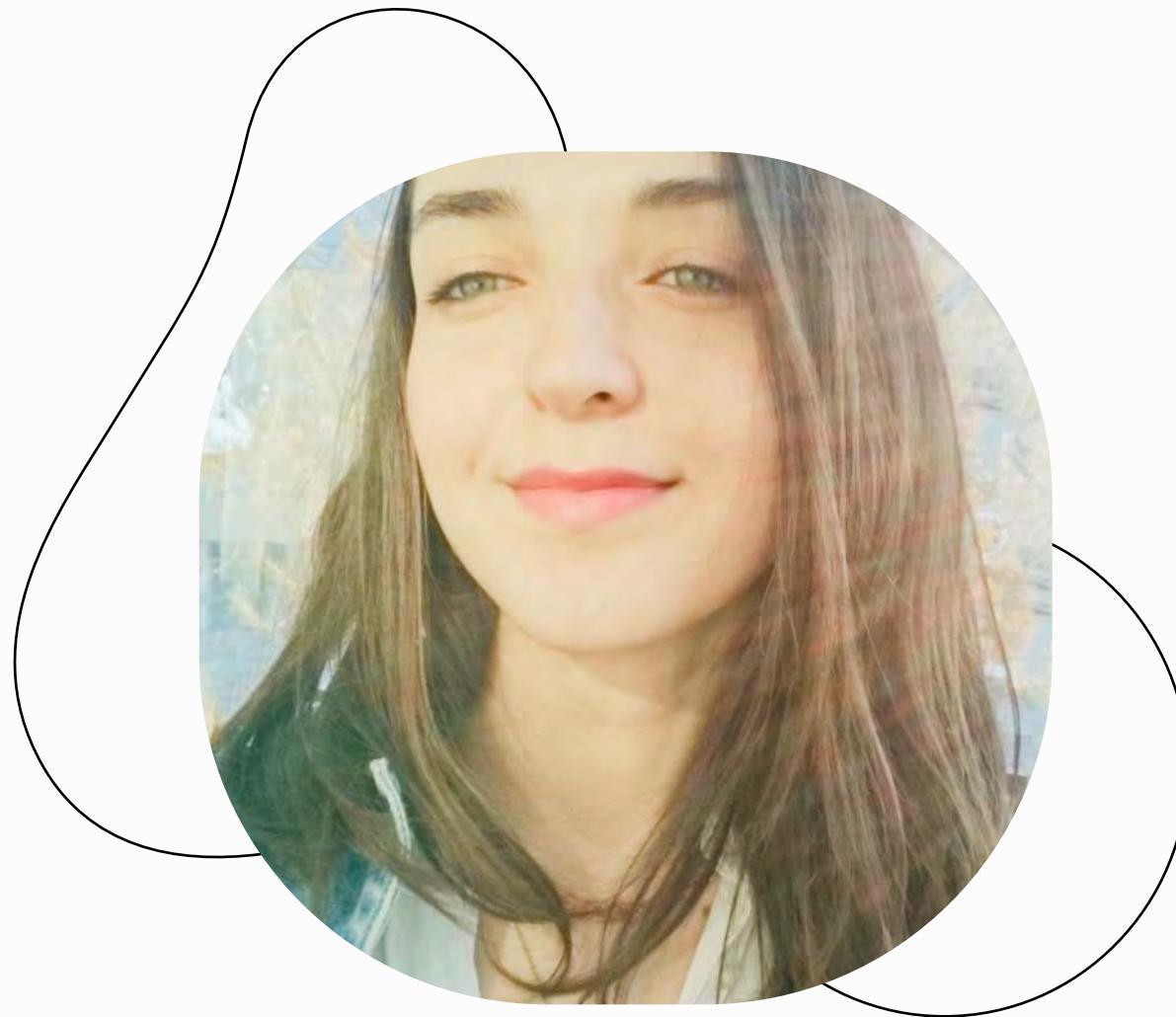


DINEM KURSUN

Product Designer;

*observer, listener,
researcher, team player,
full-time learner*

→ [RESUME](#) → [LINKEDIN](#) → [WEBSITE](#) → [INSTAGRAM](#)



About

I am a Product Designer with **3+ years of experience** on designing B2B and B2C products for **web, iOS and Android**. I created a design system from scratch and designed apps that are currently used by industry leads like **Hilton, Nusr-et, Alshaya Group**.

Content

Although it's more common to put the most recent work first, I want to put my projects in chronological order to show how my design perspective developed through years. I tried to keep it as short as possible, hope you'll enjoy.

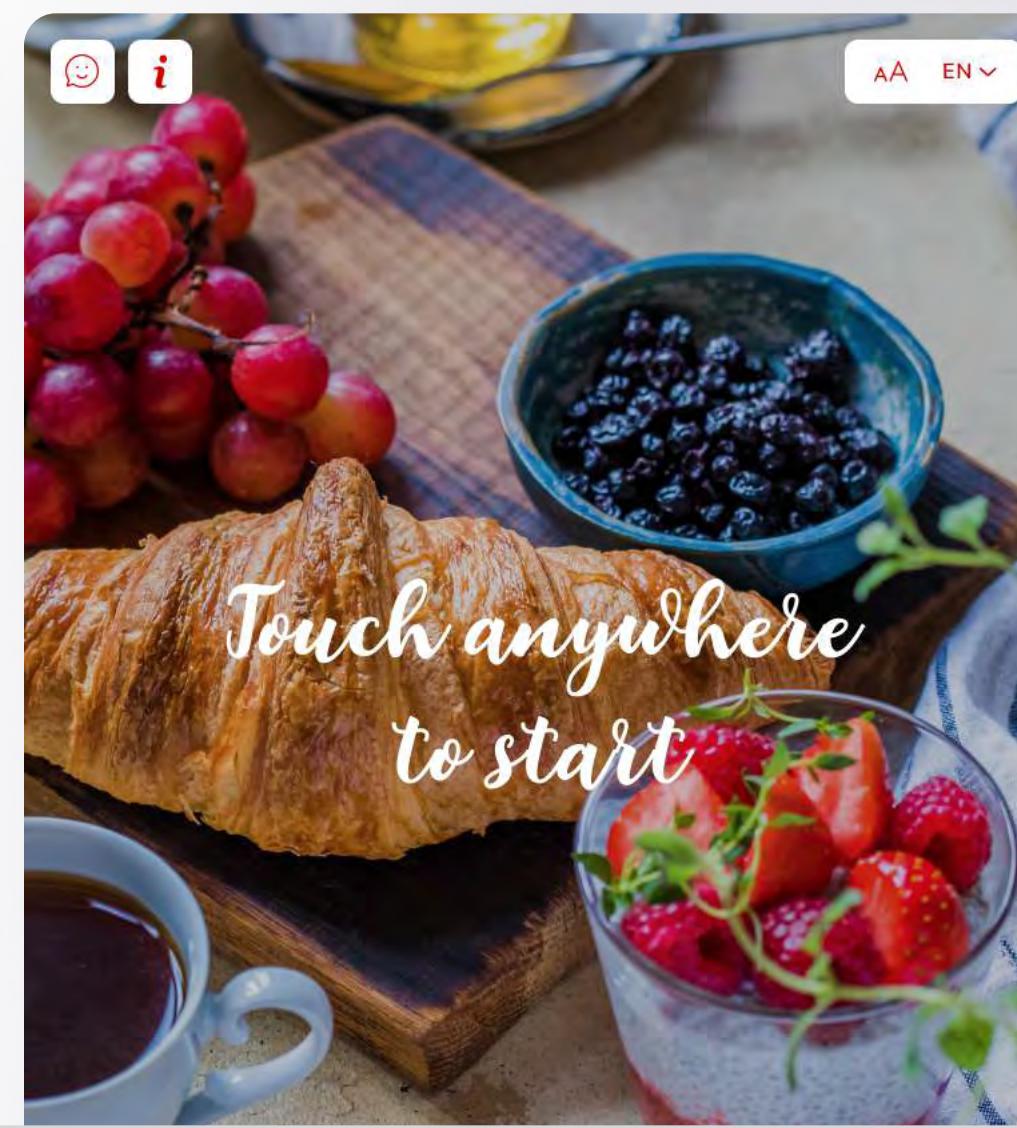
- 1 A REDESIGN PROJECT: FINEDINE TABLET MENU
- 2 SCALING DOWN: FINEDINE MOBILE MENU
- 3 CREATING THE FORMULA: FINEDINE DESIGN SYSTEM

1/3 A REDESIGN PROJECT

FineDine Tablet Menu

FineDine is a SaaS platform that allows users to create their restaurant menus on its dashboard, and show them on mobile platforms. This is a redesign project of our digital tablet menu application.

2018 • 6 MONTHS (ALONG WITH ONGOING PROJECTS)



Caramel Pancake
459 Calories • 15 Minutes

Choose Size

6 Pancakes

10 Pancakes (+153 Calories)

ADD TO CART

All Day Menu
Fresh, healthy and delicious!

Breakfast

Sweet or salty, we have the perfect breakfast for every taste.

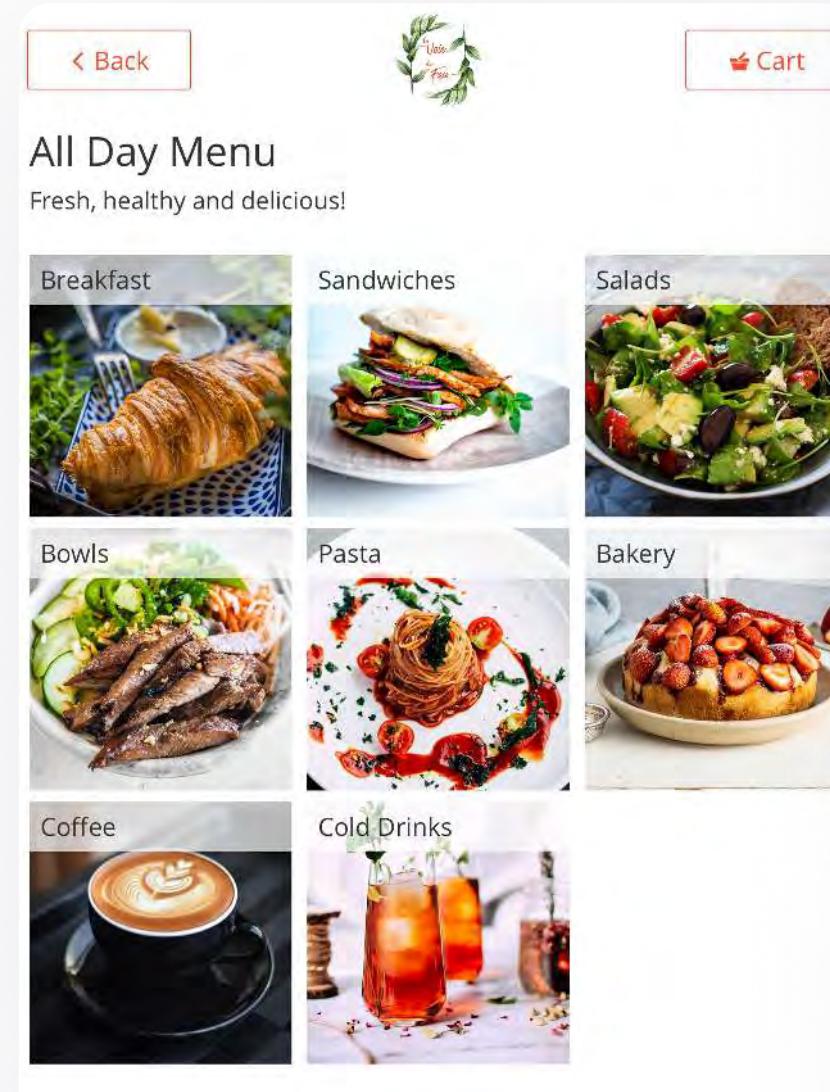
Item	Description	Price	Add to Cart
Egg Toast	Egg on toast with arugula and hollandaise	\$6	+ Add
Croissant Plate	Croissants with butter and jam	\$6.5	+ Add
Poached Egg Avocado	Avocado toast with poached egg and microgreens	\$12	+ Add

Request Service

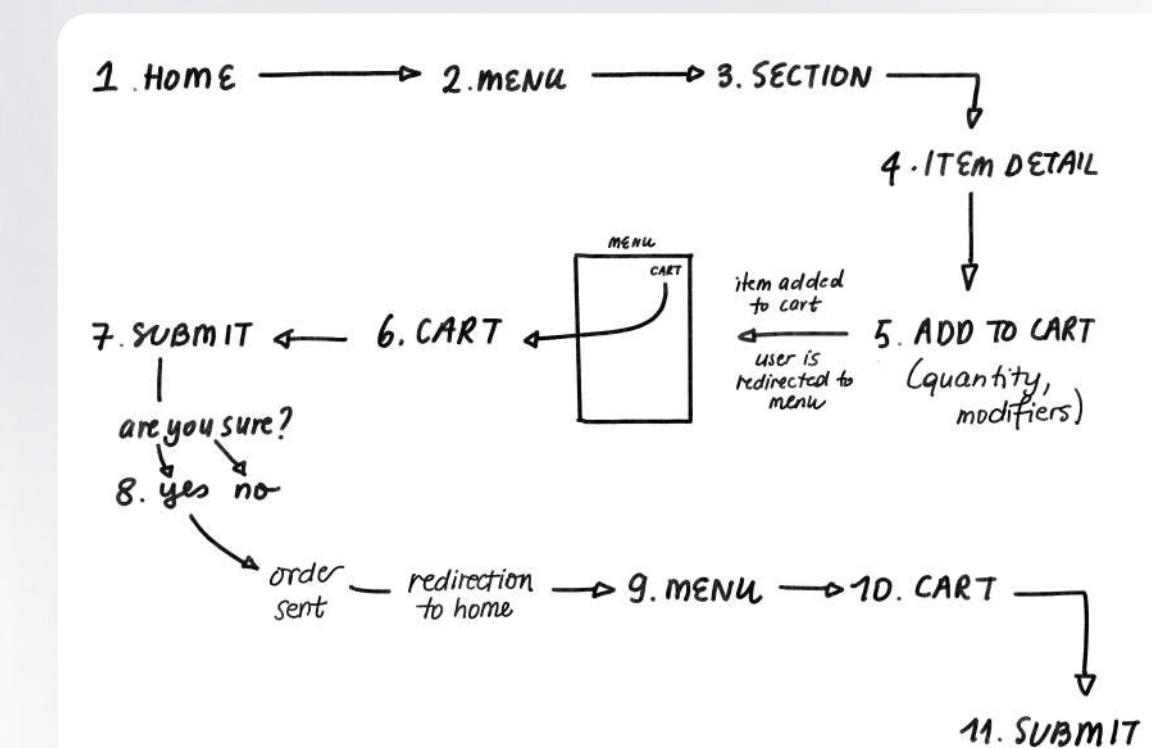
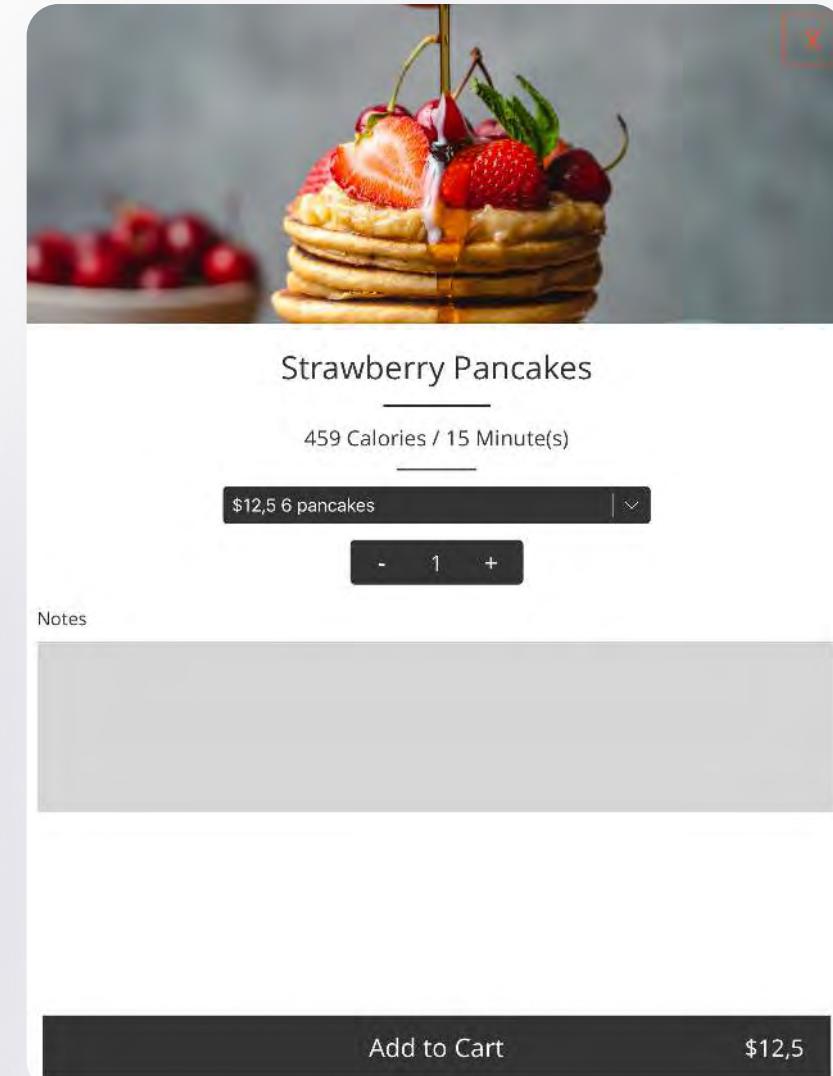
Cart

The Problem

Too many steps to complete even simple tasks
Not user-friendly user experience
Dated user interface
Lack of a design system
Hard to customize for restaurant's branding



Item "Add to Cart" screen



User flow to complete an order

The Process

User Research

Talked with the customer support team and reading **Intercom conversations** to understand the **customer needs** and problems,

Made people from different ages use the app to see **where they struggle**,

Did **research** about navigation on apps with similar structure.

As the first designer in the company

Ran a **persona workshop** to bring everyone on the same page about what a designer does (in addition to make things look good),

Wanted to show the team the importance of **customer's point of view** -not solely doing what customers ask for, but thinking of the UX-



Persona workshop with the team

The Design

Wireframes

Created page structures and deciding how users will navigate inside the menu.

Reduced number of steps to complete an order from 12 to 8!

Decided on the user flows for different ordering modes (kiosk, dine-in, etc.)

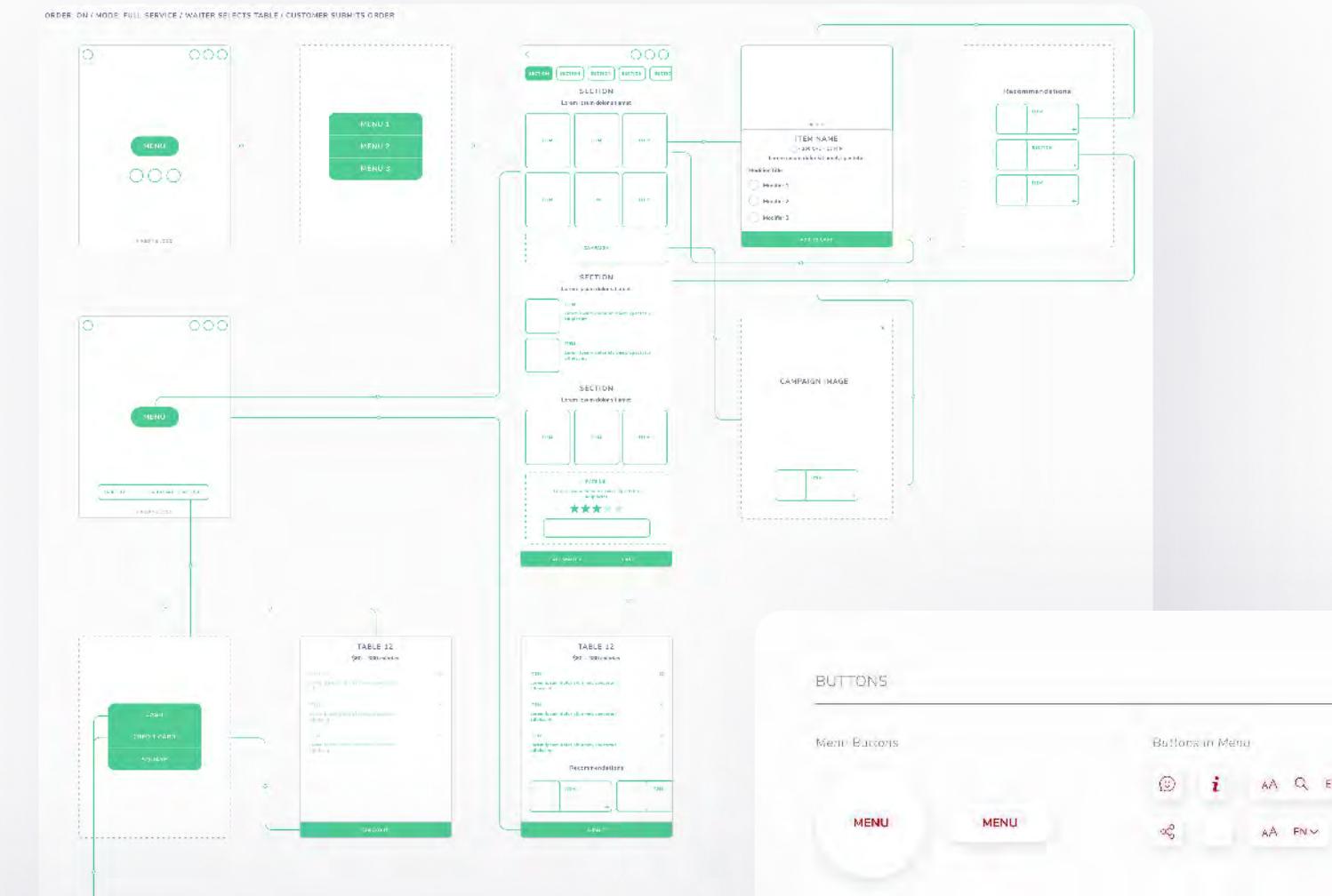
The Design System

Created a very simple colour system. The app has three main colours: background colour, highlight colour and text colour. This reduced the number of colour selection for users from 29 to 3.

Created a design system to improve development process.

All the components became responsive.

Wireframes



New Menu Screen

All Day Menu

Fresh, healthy and delicious!

Breakfast

Sweet or salty, we have the perfect breakfast for every taste.

Egg Toast Croissant Plate Poached Egg Avocado

\$6 \$6.5 \$12

Design System

The Outcome

The ordering process got faster.

We received lots of positive feedback from the customers about the new look and experience.

Changing theme colours got much faster.

We migrated all the themes and menu structures to the new version, and thanks to planning earlier, it all went well.

→ [Learn more about the project here](#)

→ [FineDine Tablet Menu on App Store](#)

→ [FineDine Tablet Menu on Play Store](#)

Cart Screen with recommendations

Cart

Caramel Cheesecake
Size: Small \$12

Waffle with Berries \$16,25

New Infinity Scroll is great 😊

19m ·

AA EN

All Day Menu

Fresh, healthy and delicious!

Breakfast Sandwiches Salads Bowls

WEEKDAYS DISCOUNT

All breakfast options have 20% discount on weekdays!

Breakfast

Sweet or salty, we have the perfect breakfast for every taste.

Request Service Cart

Looks like it's all functional now!
Thanks for your hard work, everyone
on our team is super impressed with
this update. The design language is
super pleasing and looks very
modern and friendly. Great job!

Menu Screen with promotion banner

2/3 SCALING DOWN

FineDine Mobile Menu

FineDine Mobile Menu is a web application that allows restaurant owners to share their menu just with a link or a QR code, and the customers can use it without downloading an app. Customers can place orders, make online payments and give feedback.

2019 • 2 WEEKS (MVP) + ONGOING IMPROVEMENT

The screenshot shows the FineDine mobile menu. At the top, there's a header with a back arrow and a menu icon. Below the header, the title "Dinner Menu" is displayed in red, followed by the text "All fresh ingredients, prepared and served daily." There are three categories shown: "Appetizers and Starters" (with a sub-image of dumplings), "Fish" (with a sub-image of salmon), and "Dumpling Plate" (with a sub-image of dumplings). Under "Appetizers", the section title "Appetizers" is in red, followed by the text "From east to the west, we have different appetizers from around the world." Two items are listed: "Dumpling Plate" (\$12 for two) and "Bruschetta" (\$24 6 pieces). Each item has a small image, a price, and a plus sign button for adding to the cart. A circular icon with the number "1" is visible near the bottom right of the screen.



Dumpling Plate

\$12 • ⚡ 200 Calories • ⏳ 13 Minutes

A traditional recipe, with an untraditional twist. Customize your dumplings based on your choice!

Choose Filling

Spinach +\$2

Potato +\$2

ADD TO CART

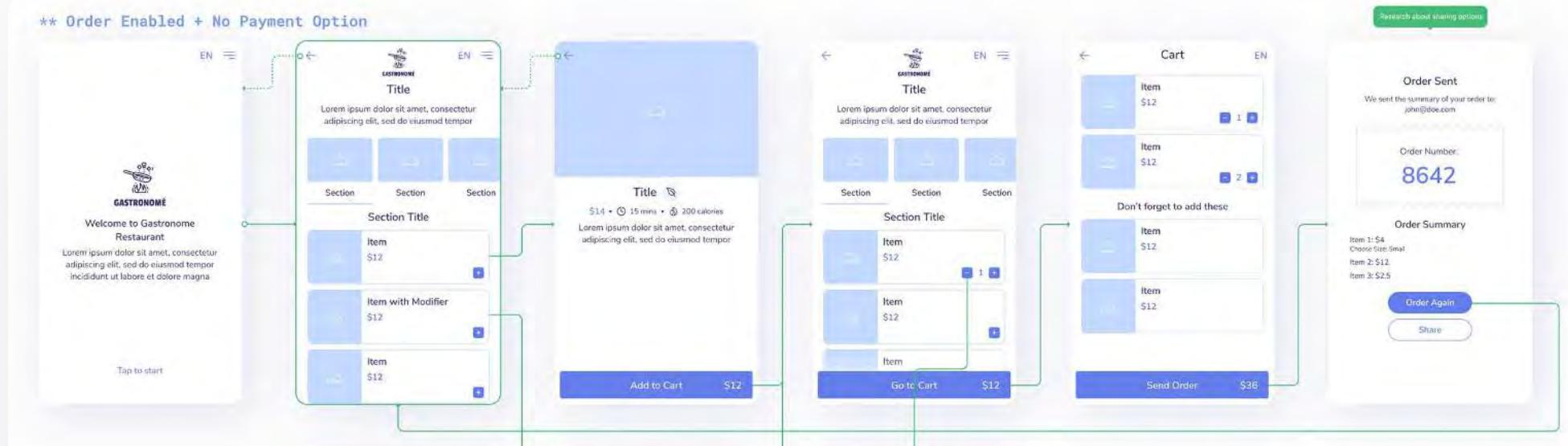
The Problem

Tablets being a huge cost to the restaurants
Maintenance problems (charging, cleaning, etc.)
Users don't really want to download another app

The Process

Wireframes + User Flows

Mapping out the screens of the Tablet Menu
Finding out the differences in user experience
Creating wireframes and user flows based on different ordering modes and settings



Wireframes and user flows of Mobile Menu



Dumpling Plate

\$12 • 200 calories • 13 Minutes

A traditional recipe, with an untraditional twist. Customize your dumplings based on your choice!

Choose Filling

- | | |
|---|------|
| <input checked="" type="checkbox"/> Spinach | +\$2 |
| <input type="checkbox"/> Cheese | +\$1 |
| <input type="checkbox"/> Potato | +\$1 |

ADD TO CART

A Tablet Menu screen to be converted to mobile

The Solution

Created a design system for the project with text styles, buttons, form elements, warnings, etc.

Implemented the **3-colour-themes** from Tablet Menu for easy customization.

The image shows a comprehensive design system interface with several sections:

- Typography:** Displays a grid of text examples in Nunito Sans Semibold font, ranging from Title XL down to Body 1. Each example includes the font size, font weight, and the text "The quick brown fox jumps over the lazy dog".
- Colors:** Shows color swatches for highlight colors (red, pink, dark red) with their respective lightness values: Highlight Color (Lightness +70), Highlight Color (Lightness -18), and Text Color (Dark Gray). It also includes background color swatches for Background Color (White) and Background Color (Lightness +20).
- Image:** Displays image placeholder components.
- Shadows:** Displays shadow effect components.
- Form:** Displays various form field components including Placeholder, Focused, Error, and Typeahead states.
- Alerts:** Displays alert message components including Alert (Embedded in the page) and Toast (Always on top).
- Other Elements:** Displays other UI elements like Datepickers, a Footer, and a Divider.

The Design

A mobile version of Tablet Menu, yet it offers lots of different and new features.

In addition to the Tablet Menu, I learnt to make all error screens, empty states and animations in the beginning.

The collage illustrates the following features:

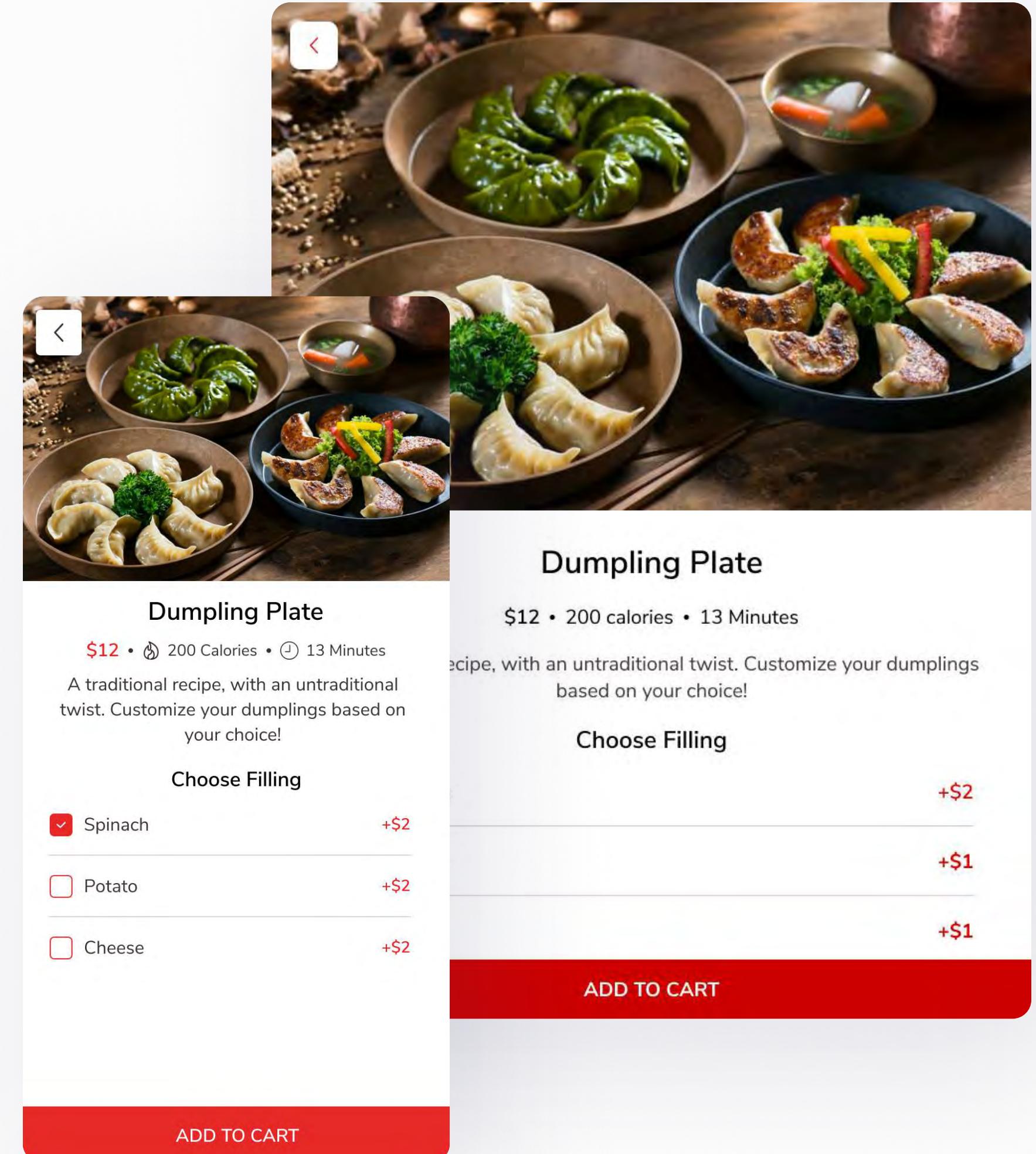
- Dinner Menu:** Shows a list of appetizers and starters, with a detailed view of the "Dumpling Plate" showing its description, price (\$12), and calorie count (200). It includes a "Choose Filling" section for Spinach (+\$2) and Potato (+\$2).
- Cart:** Displays the current order items: "Waffle with Strawberries and Blueberries" and "Saffron Milk Cake with Creme". It shows the total amount (\$65,12) and a "PROCEED TO CHECKOUT" button.
- Delivery Time:** Offers options for delivery time: "Now (Average 45 minutes)" and "Later". It also shows the current date and time: "Today 15:33".
- Add Tip:** Allows users to add a tip percentage: 5%, 10%, or 20%.
- Please give us 60 seconds:** An error screen asking for a 60-second delay.
- Service efficiency:** A rating scale from 1 to 5 stars.
- Cleanliness:** A rating scale from 1 to 5 stars.
- Overall impression:** A rating scale from 1 to 5 stars.
- Would you like to visit again?**: A survey question with "Yes" and "No" options.
- Your comments:** A text input field for user feedback.
- Order Number:** The order number is displayed as **8642**.
- Order Again:** A button to place another order.
- Summary:** A summary section showing the date (20/09/2020 18:15) and name (John Doe).
- Payment Failed:** An error screen stating "We faced a problem while processing your payment. Please go back and try again." with a "Try Again" button.

The Outcome

At the end, we had a touchless digital menu application that works only with a browser.

Our application is now being used by businesses like Nusr-et, Alshaya and Pizza Hut.

→ [Learn more about the project here](#)



The collage includes three photographs of dumplings: green bell pepper dumplings in a bowl, a variety of dumplings on a plate with garnish, and another plate of dumplings. Below the images is a screenshot of a digital menu application. The menu item shown is "Dumpling Plate" at \$12, 200 calories, and 13 minutes. It describes a traditional recipe with an untraditional twist and offers customization based on choice. A "Choose Filling" section lists "Spinach" (selected), "Potato", and "Cheese" with "+\$2" for each. A large red "ADD TO CART" button is at the bottom.

Dumpling Plate
\$12 • 200 calories • 13 Minutes

A traditional recipe, with an untraditional twist. Customize your dumplings based on your choice!

Choose Filling

<input checked="" type="checkbox"/> Spinach	+\$2
<input type="checkbox"/> Potato	+\$2
<input type="checkbox"/> Cheese	+\$2

ADD TO CART

3 / 3 CREATING THE BASE

FineDine Design System

After creating two design systems, I realized I was doing something wrong. They had so much in common but they weren't just mobile and desktop versions of each other, they had different needs. I had to find a solution for our growing company.

2020 • 2 MONTHS + ONGOING PROCESS

The image is a collage of screenshots from the FineDine Design System, illustrating its visual style and component library. It includes:

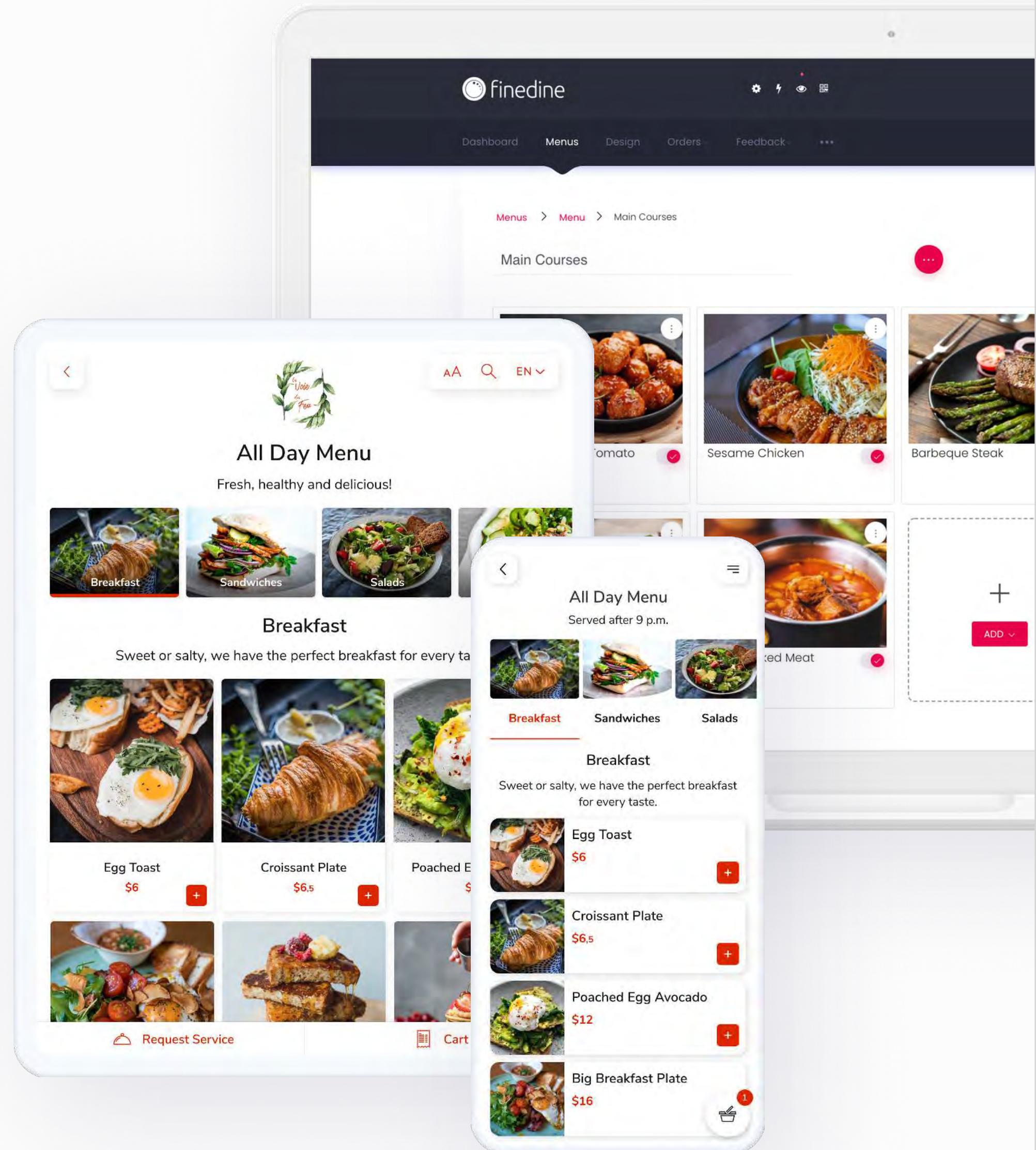
- BUTTONS:** A grid of 24 button variations, including solid, outlined, rounded, and flat styles in various colors (pink, red, blue, green) with text or icons.
- FORM ELEMENTS:** Examples of dropdown menus with options like "Option 1 (Unselected)" and "Option 2 (Hover)", and a date picker showing a calendar for June.
- FORM:** A collection of input fields (text, email, password, file, number, select, message) in different states (normal, focused, disabled).
- COLORS:** A color palette grid showing 12 rows of color swatches with their corresponding hex codes, ranging from light to dark shades of pink, orange, green, and blue.

The Problem

Three products (and their sub-products) with same brand identity but with different UI elements

The lack of a design system that we can use in all our products

Hard to create a design system for different products with different needs



The Process

Mapping out our current and upcoming products

Mapping out the common and different elements in the products

Texts, buttons, grid systems, form elements were common, color systems were common in some and not common in others

ALL PRODUCTS HAVE

IN COMMON

Texts

Buttons

Icons

Forms

Radio Buttons

checkboxes

chips



WEBSITE

Texts Illustrations

Buttons Photos

Icons Banners

Forms

Checkboxes...

CTA

MOBILE MENU

DASHBOARD

Texts Chips

Buttons Progress Bar

Action cards

Icons Dialogue Box

Forms ...

Info Box

TABLET MENU

Texts Item cards

Buttons Sections

Icons Credit Card

Forms Field

checkbox :

Radio Button

Texts Items

Buttons Sections

Icons Dialogue Box

Forms :

checkbox

Radio Button

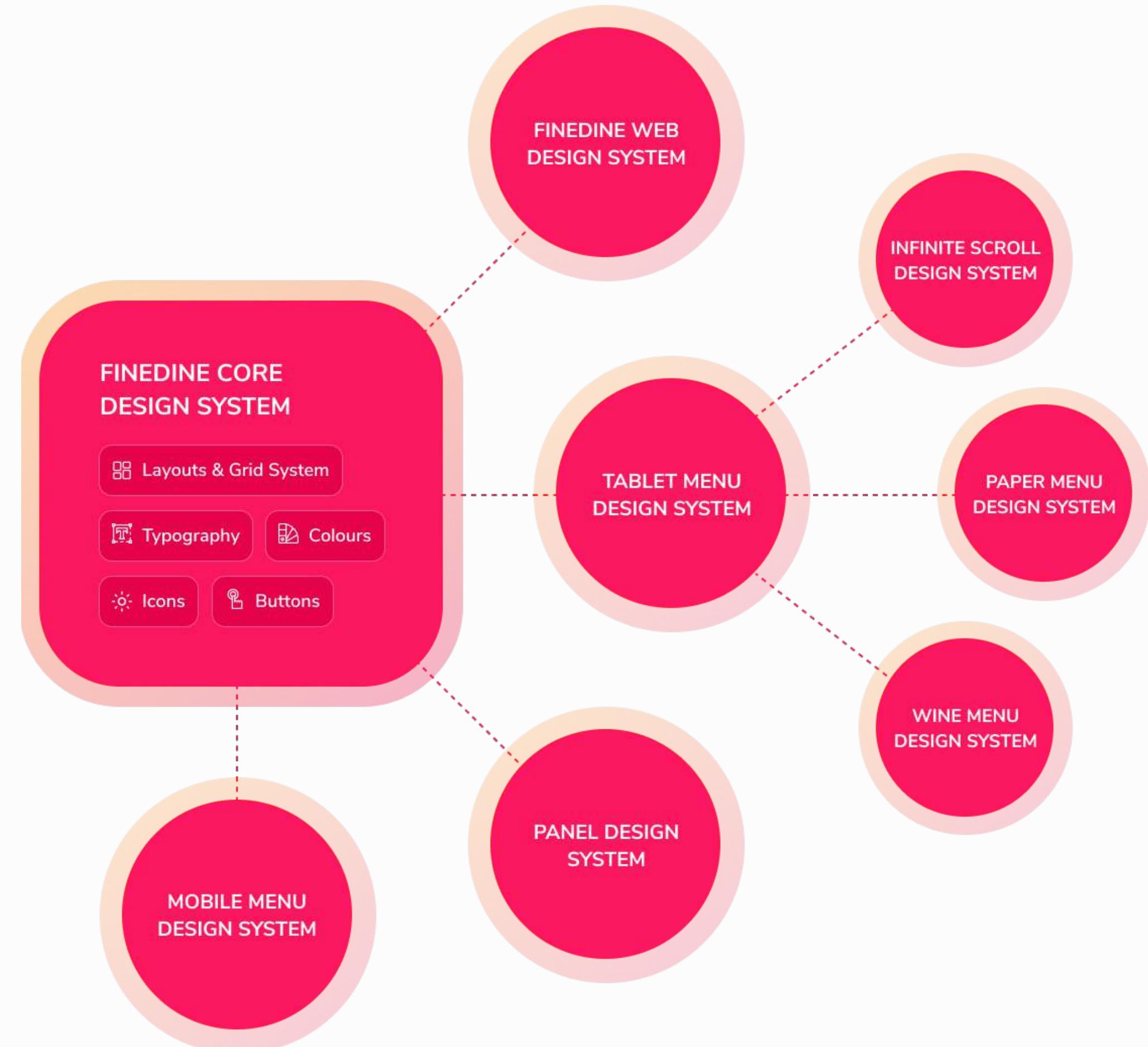
Mapping out the UI elements

The Solution

Creating a base design system for common components like text styles, icons, buttons, colours, layout and grid systems

Importing this design system to all products, and creating specific components using these elements

No need to change the styles in all products, just in the base design system



The Outcome

The UI phase became faster when we design a new product

All the developers know the styles of our components, no need to keep track of developed products

When we want to make a change in an element, all the components that have that element are updated with one click

The drag-and-drop system of Figma makes designing so much easier, even for non-designers

The screenshot displays the Figma application interface. On the left, there is a dark panel containing a large white 'T' icon and the word 'TYPOGRAPHY'. Below this, a block of text explains the use of Nunito Sans font across different platforms and its rem unit-based sizing. To the right of this panel is a 'Style Guide / Buttons' section, which includes a preview of two red buttons labeled 'Text' and a list of other style guide categories like 'Logos', 'Form', 'Grid', 'Icons', and 'Layout Primitives'. The main workspace shows a component editor for an 'Auto Layout Button'. The component is a red button with a white icon and the text 'Text' inside, with a dimension of 87x38. The editor shows settings for Type (Icon+Text), Fill (Solid), Status (Default), and Corners (Rounded). To the right of the component are four examples of the button in different states: 'Option 1 (Unselected)', 'Option 2 (Hover)', 'Option 3 (Unselected)', and 'Option 4 (Selected)'. At the bottom of the workspace, there is a color palette grid with rows for various colors (Orange, Green, Navy Blue, Gray, Red, Orange, Yellow, Green, Teal) and columns for different weight levels (100, 200, 300, 400, 500, 600, 700, 800, 900).

WHAT ELSE I DID?

Other Works

Made the website of our company all by myself using Divi theme on Wordpress.

Completed the Mobile UX Design course on Interaction Design Foundation. [View my certificate!](#)

Running a small business on Etsy and Instagram, and grew my audience from 300 to 3000 in the quarantine.

I was asked to illustrate a book cover by one of the top publishers of Turkey.

Created pitch deck design and illustrations for Cuploop, a start-up for using reusable cups instead of single-use plastic in big events like football games.

Designed several landing pages for Devtailor.

Created branding of Dazz.

Made a logo for the ceramics atelier that I've been going for two years.

Made a logo and an illustration set for the ceramics brand BeautifulAfternoon.

CONTACT ME

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