

DINEM KURSUN

# **Product Designer;**

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

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



# About

I am a Product Designer with 4 years of experience in designing **B2B and B2C products for the 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 start-up focused on digitizing the restaurant experience, and Tablet Menu is our first product. In this project, I wanted to show how I defined a redesign strategy and re-created the user experience.

2018 • 6 MONTHS + ONGOING DEVELOPMENT

The screenshot displays the FineDine Tablet Menu application. At the top, there's a large image of a stack of caramel pancakes topped with strawberries and syrup. Below this, the dish is identified as "Caramel Pancake" with a calorie count of "459 Calories • 15 Minutes". There are icons for a magnifying glass and language selection ("AA EN"). To the right, a logo for "Le Vœu du Fou" is shown, along with "All Day Menu" and the tagline "Fresh, healthy and delicious!". Below the main dish detail, there's a "Choose Size" section with options for "6 Pancakes" (selected) and "10 Pancakes (+153 Calories)". A prominent red "ADD TO CART" button is located below these options. The bottom half of the screen shows a grid of breakfast items: "Breakfast" (with sub-options "Sandwiches", "Salads", and "Bowls"), "Egg Toast" (\$6), "Croissant Plate" (\$6.5), and "Poached Egg Avocado" (\$12). Each item has a small "+" icon next to its price. At the very bottom, there are buttons for "Request Service" and "Cart". A large, semi-transparent overlay at the bottom features the text "Touch anywhere to start" over images of a croissant, a bowl of blueberries, and a bowl of fruit.

# Research

I think the most important thing when you're redesigning is **to know why you do it** so that you can define your goals clearly. I started **listening to the demo calls of the customer support team** and **stalking the intercom conversations** to understand our strengths and weaknesses. Our application had a bad user experience but obviously, **it had some benefits that keep people pay for it**, and my goal was to find them.

## As the first designer in the company

- I decided to run **a persona workshop** in the company to bring everyone on the same page about the design process
- I wanted to show **the importance of customer's point of view** to the team; not only adding the features that the customers ask for, but also understanding what they actually need.

The image shows a vertical sequence of three screenshots from a mobile application, likely a food delivery or ordering app, illustrating the research and redesign process.

- Top Screen (Item Details):** A stack of golden-brown pancakes topped with fresh strawberries, cherries, and a drizzle of syrup. Below the image is the product name "Strawberry Pancakes", its calorie count ("459 Calories / 15 Minute(s)"), and a price dropdown set to "\$12,5". A quantity selector shows "6 pancakes" with a minus, plus, and zero button. A "Cart" button is visible in the top right.
- Middle Screen (All Day Menu):** A grid of nine food categories with representative images: Breakfast (croissant), Sandwiches, Salads, Bowls (beef bowl), Pasta (spaghetti), Bakery (strawberry cake), Coffee (latte), and Cold Drinks. At the top, it says "All Day Menu" and "Fresh, healthy and delicious!". Navigation buttons "**< Back**" and "**Cart**" are at the top left and right respectively.
- Bottom Screen (Cart Summary):** A summary of the current cart contents: "Caramel Pancakes (6 pancakes) x 1" with a total price of "\$12,5". The quantity is shown as "a 1". A "Close" button is at the bottom left, and a "Submit" button is at the bottom right.

Annotations with arrows indicate the flow between the screens: a downward arrow points from the top screen to the middle one, and an upward arrow points from the bottom screen back to the middle one.

# The Process

## Persona Workshop

I divided our users into three groups and I wanted to find out how these groups people interact with the product.

1. **Restaurant Customers:** they are the end-users, they can be anyone in any country that goes to a restaurant.
2. **Waiters:** the waiters interact with the menu, they have to know how to use it and they should onboard the restaurant customers when they need to.
3. **Restaurant Managers / Owners:** these people make the buying decision, and sometimes they use the dashboard to create and manage their menu.

## Outcomes

Persona workshop helped us to see the variety of users and in the end, we understood not everything is as obvious to the users as they are to us. These are some of the most important findings

- The navigation requires too many taps,
- Some users may need bigger font size,
- There is no onboarding for waiters,
- Checkout process is too complicated,
- Search & filter options may be helpful



Persona workshop with the team

# The Design Process

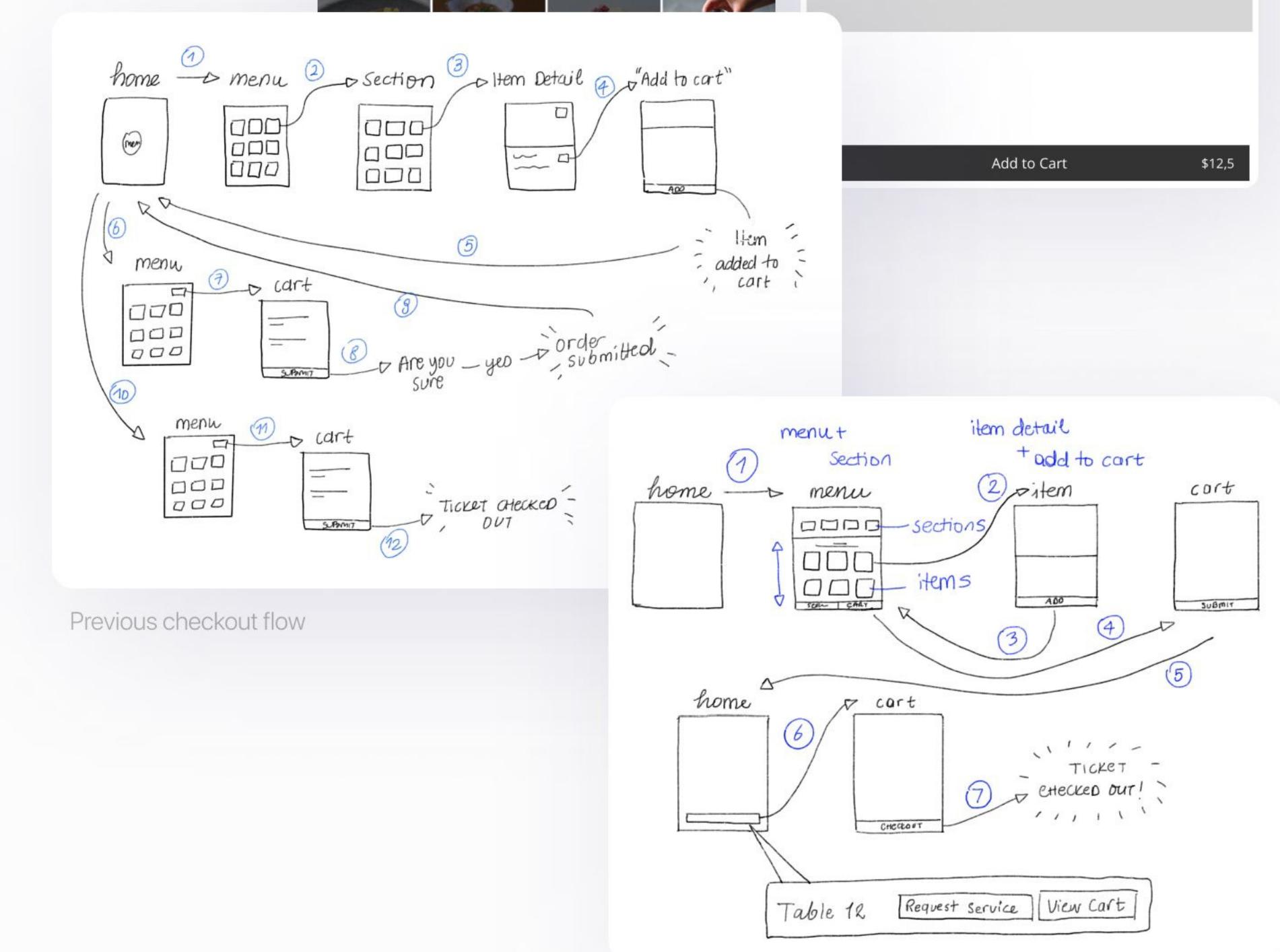
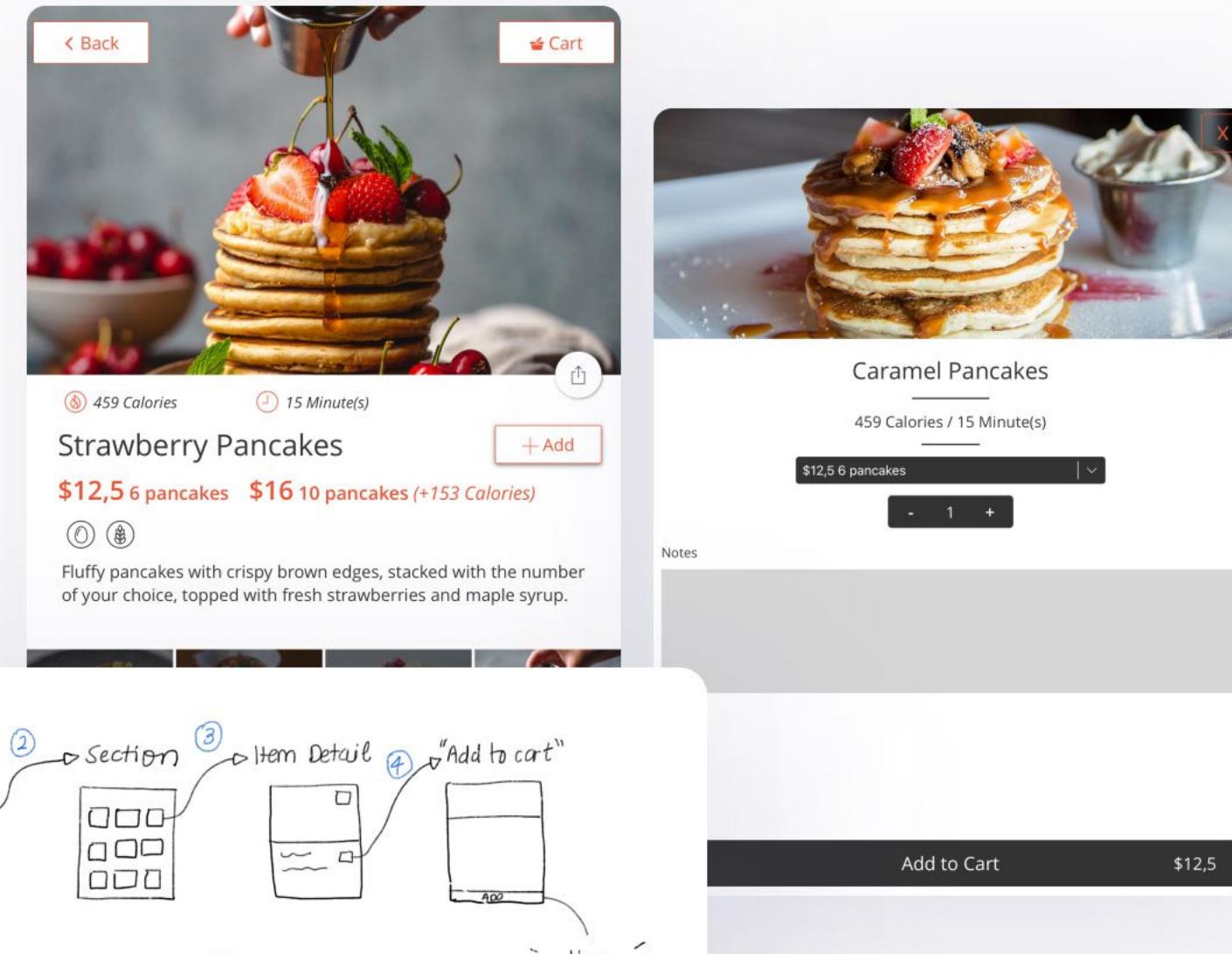
## Wireframes

I roughly designed the page structures and **changed the navigation** from folder navigation to infinite scroll.

I created the user flows, and **merged/removed some screens**. For example, there was both "Item Detail" and "Add to Cart" screen, I just added "Add to Cart Button" to the Item Screen and this removed one step from the checkout process.

I **redesigned user flows** for different ordering modes (kiosk, dine-in, etc.)

I **reduced the number of steps to complete an order** from 12 to 8.



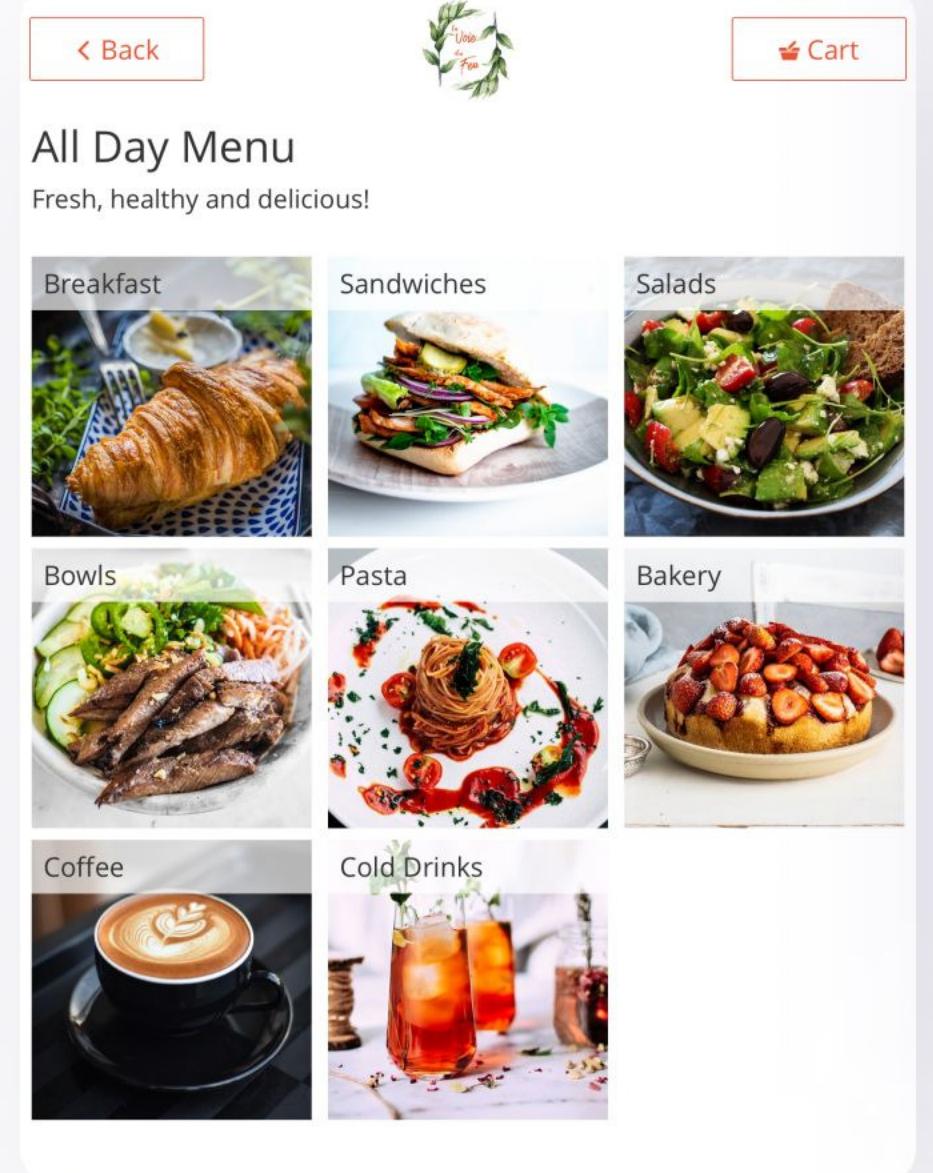
# Designing the UI

## Real Challenge: Designing for the Customizable

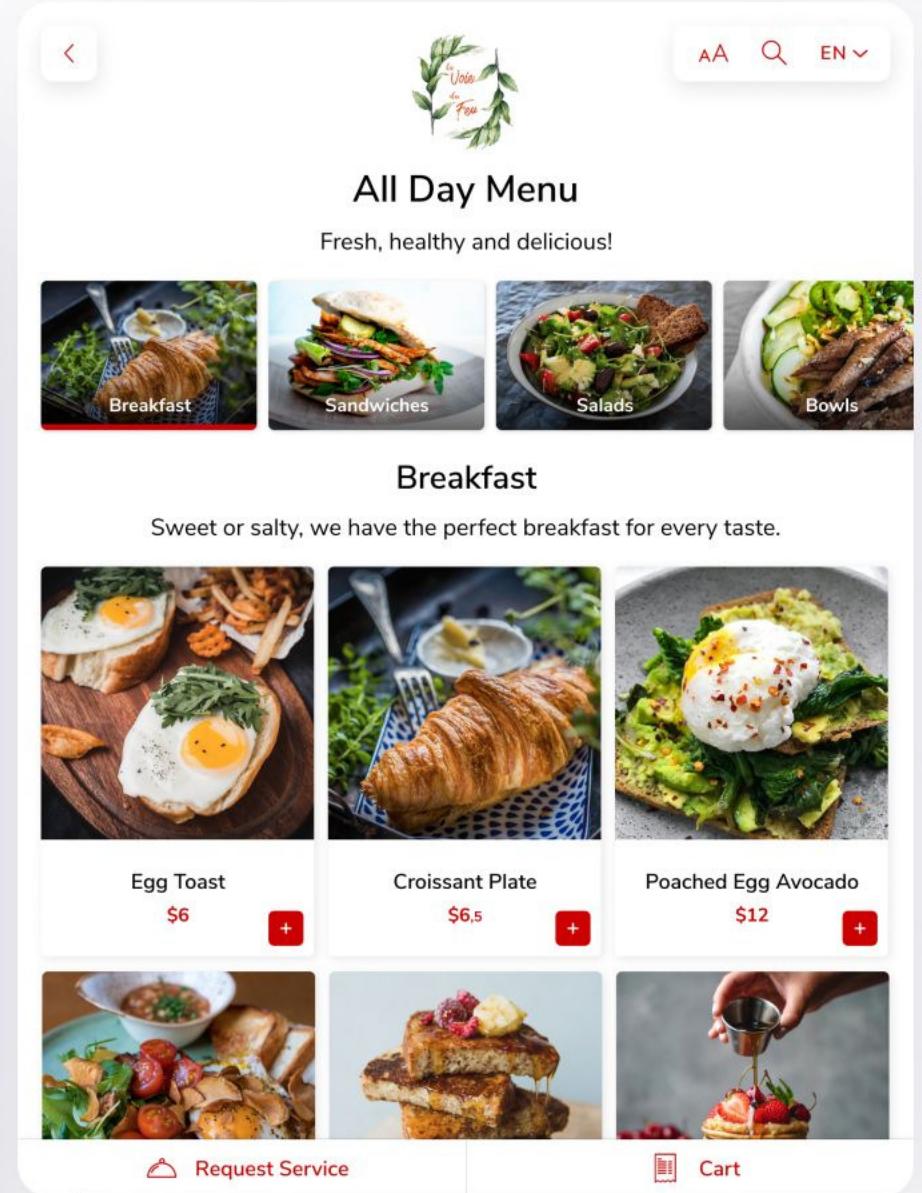
FineDine Menu allows users to customize their menu according to their branding, but **the lack of a design system** made it way too complicated. If the users want to customize the app, they need to enter 29 hex codes.

I thought I can **link the colors** and reduce the number of selections while keeping the advanced customization as an option. In the end, all elements had a background and text color, and a highlight color was necessary for interactive parts.

So I **reduced the number of colors to three** but systemizing this was a bit challenging since it has to work with all color selections. After spending some time with the developers, we thought the **HSL color model** can help us.



If the users want to customize this screen, they need to choose;  
1. Menu screen background color  
2. Menu screen title color  
3. Menu screen description color  
4. Item title background color  
5. Item title text color  
6. Back button border color  
7. Back button background color  
8. Back button text color  
9. Cart button border color  
10. Cart button background color  
11. Cart button text color



→ Here, they only need to choose 3 colors, but if they want to set a custom color for an element, they can toggle advanced customization option.

- Text Color
- Background Color
- Highlight Color

# Designing the UI

## How HSL Color Model Helped Us

The current trends in UI design use shadows to distinguish elements such as cards and buttons from the background instead of old-fashioned borders. I wanted to use that too, but three-colored themes made it hard. Shadows are mostly used in dark colors, and they become invisible when the background color is dark too. It is common to choose a lighter color for the card background to make it visible on dark mode, but I wasn't expecting our users to understand UI design, that's when HSL color model helped us.

HSL is an alternative representation of RGB color model, and it stands for hue, saturation and lightness. Every color has a hue, saturation and lightness value from 0 to 100.

White's lightness value is 100, and black's is 0. There lies the solution, we designed a system that when a user chooses a background color, the system assigns the lighter value (+10) for the card background. It helped us onboard the users faster and let the users design better looking menus in much less time!



Strawberry Pancake

\$13,5



Without HSL:  
The card is distinguished thanks  
to the card shadow

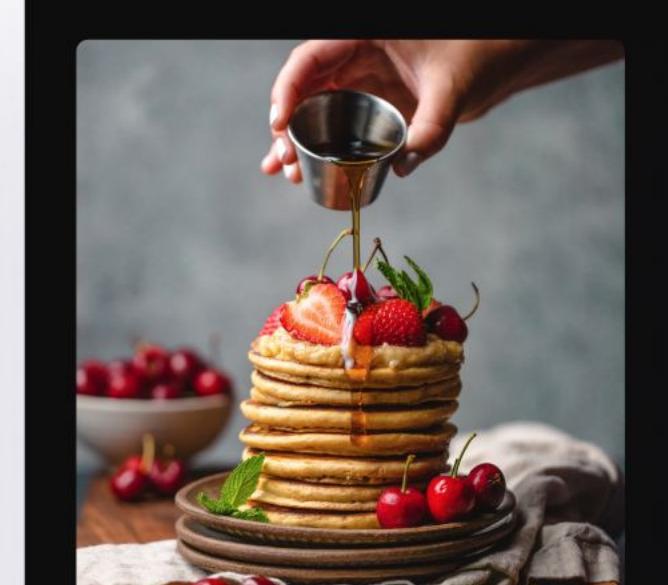


Strawberry Pancake

\$13,5



With HSL:  
White's lightness value is 100,  
therefore the card background's  
lightness value is 100 too.

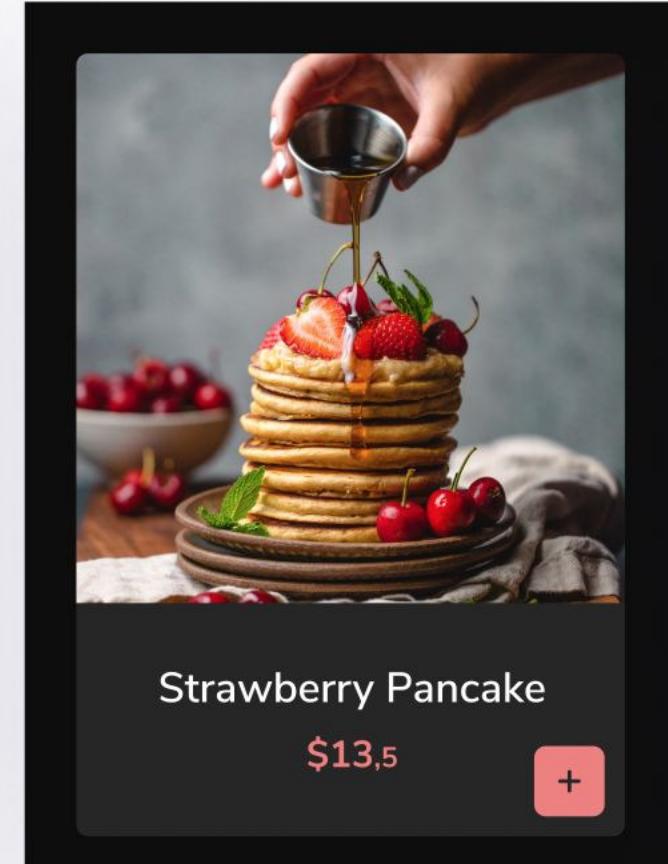


Strawberry Pancake

\$13,5



Without HSL:  
The card shadow becomes  
invisible with dark background



Strawberry Pancake

\$13,5

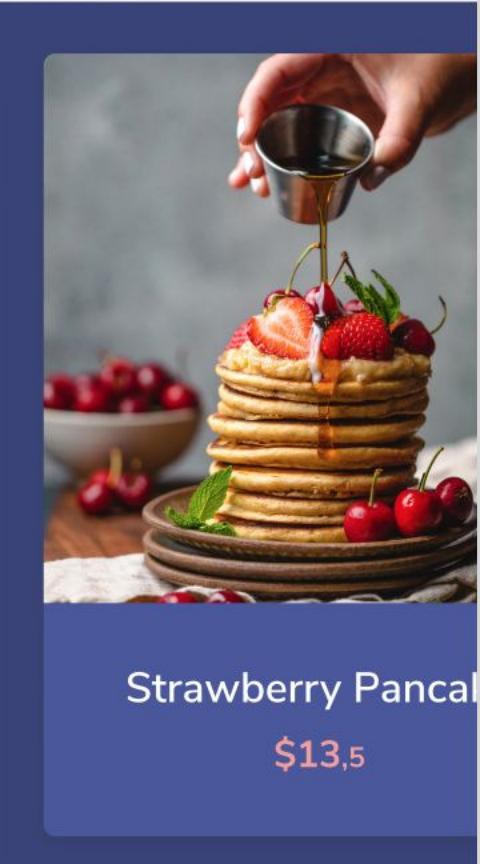


With HSL:  
Black's lightness value is 0, and  
card background's lightness value  
automatically becomes 10.



Strawberry Pancake

\$13,5



Strawberry Pancake

\$13,5

# The Outcome

Redesigning an app with hundreds of existing users was a bit scary in the beginning, but I am happy that I took this challenge. In the end, we received lots of positive feedback from our customers about the new look and the experience.

- We introduced a much easier system for the themes,
- The checkout process got much faster,
- Migration to the new system was quite smooth,
- We added some new features like promotion banners, suggestions in the cart screen,
- Some screens were merged,
- Onboarding screens were added,
- Waiter screens were improved,
- The whole UI got based on a design system.

Obviously, the development never stops. The next step is to customize alert colors according to the three-color system.

- [FineDine Tablet Menu on App Store](#)
- [FineDine Tablet Menu on Play Store](#)

Cart Screen with recommendations

Cart

Caramel Cheesecake  
Size: Small

Waffle with Berries

- 1 + \$12

- 2 + \$16.25

Don't forget the drinks!

Soda

Orange Juice \$7

Homemade Ice Tea \$7

Add a note about your order

SUBMIT \$28.25

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

AB i tried scroll mode

wow

amazing

like it

2m · 2m

MG New Infinity Scroll is great 😊

19m · 19m

AA EN

All Day Menu

Fresh, healthy and delicious!

Breakfast Sandwiches Salads Bowls

La Voie du Feu

Look 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 restaurants and cafes to share their menu with a simple link or a QR code. The restaurant owners can create their menu on our dashboard and the customers can access it in minutes without downloading an application.

2019 • 2 WEEKS (MVP) + ONGOING IMPROVEMENT

The screenshot shows the FineDine mobile menu interface. 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 main categories shown with images: "Appetizers and Starters" (with an image of dumplings), "Fish" (with an image of salmon), and "Dumpling Plate" (with an image of dumplings). The "Appetizers" section is currently active. Below this, there are two items listed: "Dumpling Plate" for \$12 for two, and "Bruschetta" for \$24 for 6 pieces. Each item has a red "+" button to add it to the cart.



## 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

Tablet menus have a huge initial cost, therefore the restaurant owners hesitate to make such a big switch and the maintenance of the devices is a huge problem. On the other hand, mobile menu is accessible from the customers' phone; much faster and easier.

# The Process

## Wireframes + User Flows

The product was already going to be a lot similar to tablet menu, but there was some changes in the user flows.

I made research to find the needs of the mobile menu, and list the differences with tablet menu.

Created the new order modes (dine-in, take-away, etc).

\*\* Order Enabled + No Payment Option

GASTRONOME

Welcome to Gastronomie Restaurant

Tap to start

Title

Section Title

Item \$12

Item with Modifier \$12

Item \$12

Section

Section

Section

\$14 • 15 mins • 200 calories

Add to Cart \$12

Go to Cart \$12

Send Order \$36

Cart

Item \$12

Item \$12

Item \$12

Don't forget to add these

Order Sent

We sent the summary of your order to: john@doe.com

Order Number: 8642

Order Summary

Item 1: \$4

Choose Size: Small

Item 2: \$12

Item 3: \$2.5

Order Again

Share

Continue without adding?

Not sure about the necessity of this

Continue

Cancel

Delete Item

Are you sure you want to delete item from the cart?

Choose Size

Small

Medium

Large

Options (Min. 2 - Max. 4)

Modifier

Modifier

Modifier

Modifier

Add to Cart \$12

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

Cheese +\$1

Potato +\$1

ADD TO CART

A Tablet Menu screen to be converted to mobile

# The Design System

Mobile menu and tablet menu need to have the same feeling since both of them can be used at the same time by a restaurant. I wanted to create a design system from the tablet menu UI elements, and adjust them for the mobile screen.

Creating this design system helped me see what's missing in the design system of tablet menu.

The image displays a mobile phone and a tablet side-by-side, illustrating a design system for a restaurant's digital presence. The mobile phone shows a 'Dinner Menu' with sections for 'Appetizers and Starters' and 'Appetizers'. It features a 'Dumpling Plate' item with a price of \$12, a calorie count of 200, and a preparation time of 13 minutes. The tablet shows a 'Cart' screen with items like 'Waffle with Strawberries and Blueberries' and 'Saffron Milk Cake with Creme', along with a total amount of \$65.12. A 'FINISH ORDER' button is visible. Below the tablet is a map showing a delivery route. To the right of the devices is a vertical column of user interface components, including form fields for 'Name', 'E-mail', 'Country' (set to TR +90), 'Phone Number', 'Address', and a 'Delivery Time' section with options for 'Now' or 'Later'. Further down are sections for 'Add Tip' (with 5%, 10%, or 20% buttons), 'Add a Note' (with a text input field), and a summary of the order. At the bottom, there are buttons for 'Order Again', 'SUBMIT', and 'Summary', along with a note about the date and name of the order.

# The UI Design

What I missed when designing the tablet menu was not to think of all the cases. I only focused on the happy paths on the user flows, but we also needed error screens, empty states, etc.

I also designed most of the animations this time.

Another challenging thing was to think of the web app in the browser screen. The browser itself has its UI, and it's important to keep the scroll animations in mind.

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

Cheese      +\$2

ADD TO CART

ADD TO CART

# The Outcome

I learnt a lot about the limitations of designing for the web in this application. It's really important to reduce the size of the images and adding skeleton view for a smoother experience.

Creating a similar application for a different screen size helped me a lot to learn about responsive design.

The demand for the mobile menus grew a lot during the pandemic, and it was a great opportunity to learn about this niche before everyone else.

I improved myself a lot in creating design systems.

Dinner Menu

All fresh ingredients, prepared and served daily.

Appetizers and Starters

Fish

Appetizers

From east to the west, we have different appetizers from around the world.

Dumpling Plate \$12 for two

Bruschetta \$24 6 pieces

Add To Cart

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

Delivery Time

Now (Average 45 minutes)

Later

Date Today 15:33

Add Tip

5% 10% 20%

Amount 0

Cart

Waffle with Strawberries and Blueberries \$9 (\$4.5 x2)

Choose Size: Small; Choose Topping: Caramel, Nutella; Note: I would like my waffle to be made with whole grain flour if possible, thanks!

- 1 + Edit Delete

Saffron Milk Cake with Creme \$12

Total \$65.12

Proceed To Checkout

Gastronomé

Gastronomé Cafe

Delivery

Pick-Up

FINISH ORDER

Your request is sent to the restaurant

You can follow your order status with this number later.

Order Number: 8642

Order Again

Summary

Date: 20/09/2020 18:15

Name: John Doe

Payment Failed

We faced a problem while processing your payment. Please go back and try again.

Try Again

Please give us 60 seconds

Service efficiency ★★★★★

Cleanliness ★★★★★

Overall impression

Would you like to visit again?

Yes No

Your comments

SUBMIT

### 3/3 CREATING THE BASE

# FineDine Design System

Managing two products with different design systems started becoming a problem after a while. The dashboard redesign was on the way, and I had to develop a solution to make faster updates in the products.

2020 • 2 MONTHS + ONGOING PROCESS

The image is a collage of screenshots from the FineDine Design System, illustrating the visual language and component library developed during the project.

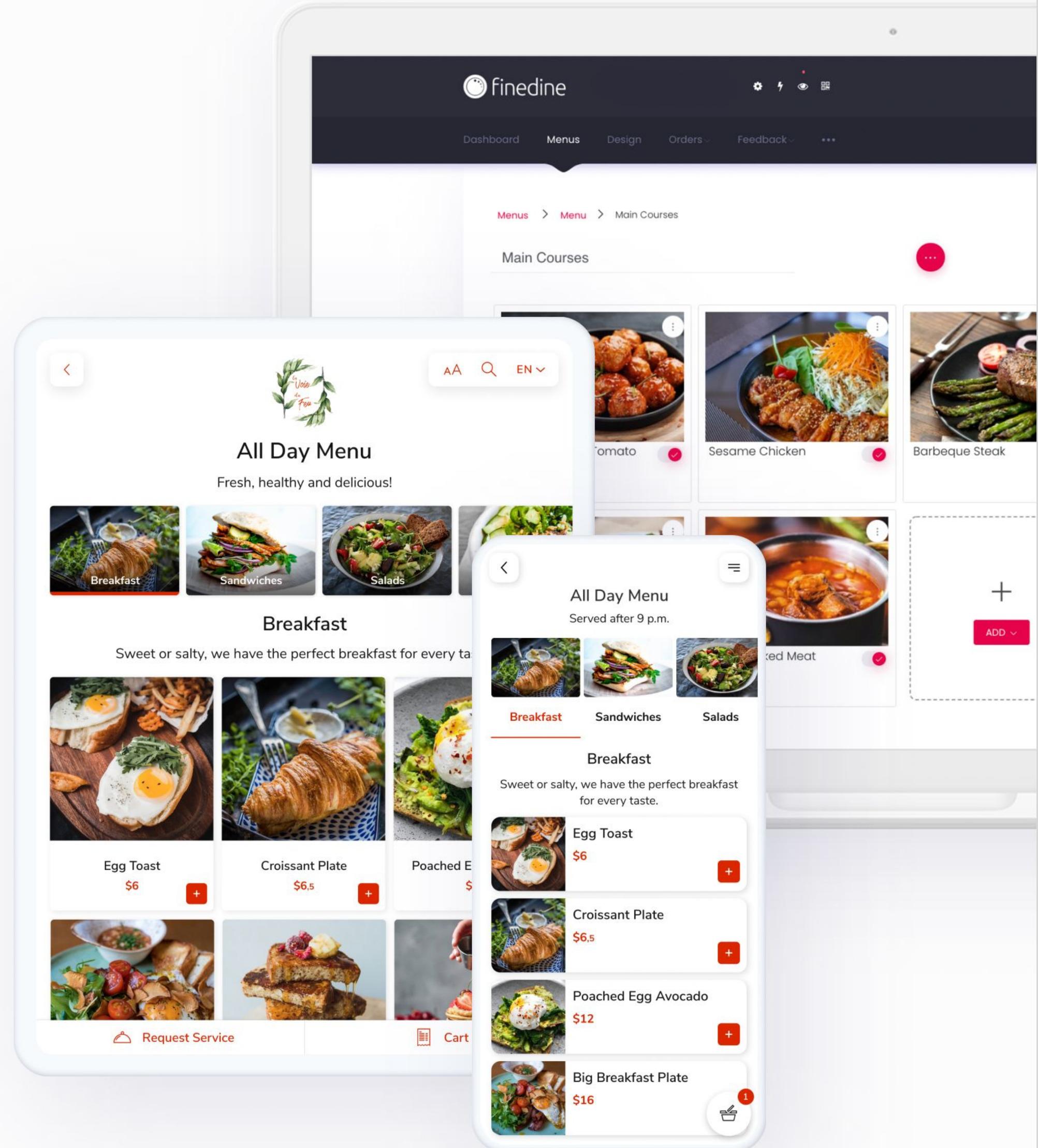
- BUTTONS:** A grid of 24 button variations, including solid, outlined, rounded, and flat designs in various colors (pink, red, blue, green) with or without text and icons.
- FORM ELEMENTS:** Examples of dropdown menus, date pickers, and form fields in different states (disabled, focused, selected).
- FORM:** A section showing form elements in different types and statuses, such as short text, long text, dropdowns, and search fields.
- COLORS:** A color palette grid showing 16 brand colors (FineDine Pink, Orange, Green, Navy Blue) and 16 system colors (Black & White, Gray, Red, Orange, Yellow, Green, Teal, Blue) with their corresponding hex codes.

# The Problem

Three products with same brand identity but with different needs. One designer. Keeping up with all the updates and changes got really hard.

Tablet and mobile menu had a lot in common, but they were different products. One was a native app while the other one was a responsive web application. Both are customizable while the dashboard is not.

Creating one design system for all the products was not working in this case, and creating a design system for each product was creating a workload. At the end, we were using the same font styles and shadow values for all the products. We were about to hire a new designer, and I wanted to make the design system sustainable.



# The Process

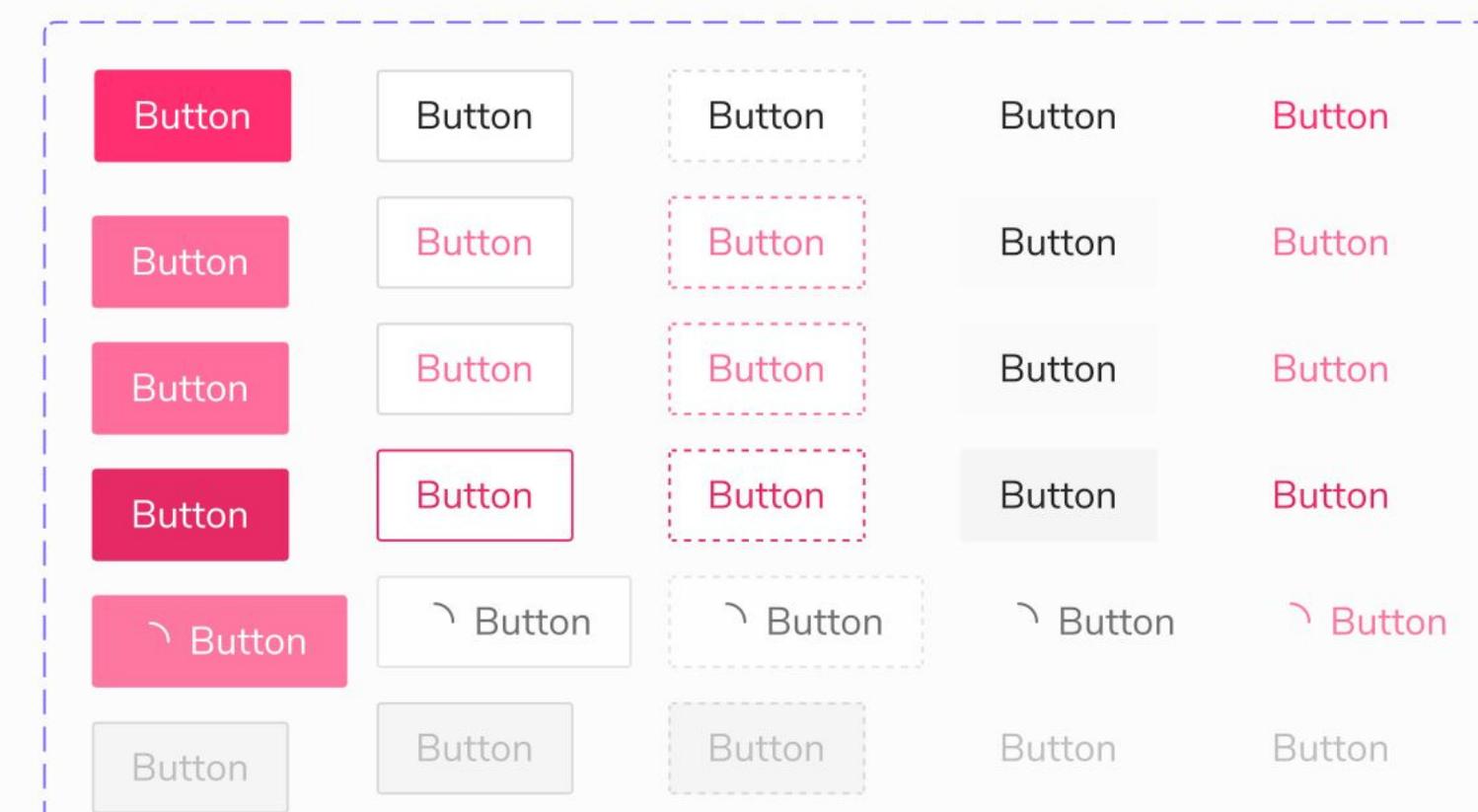
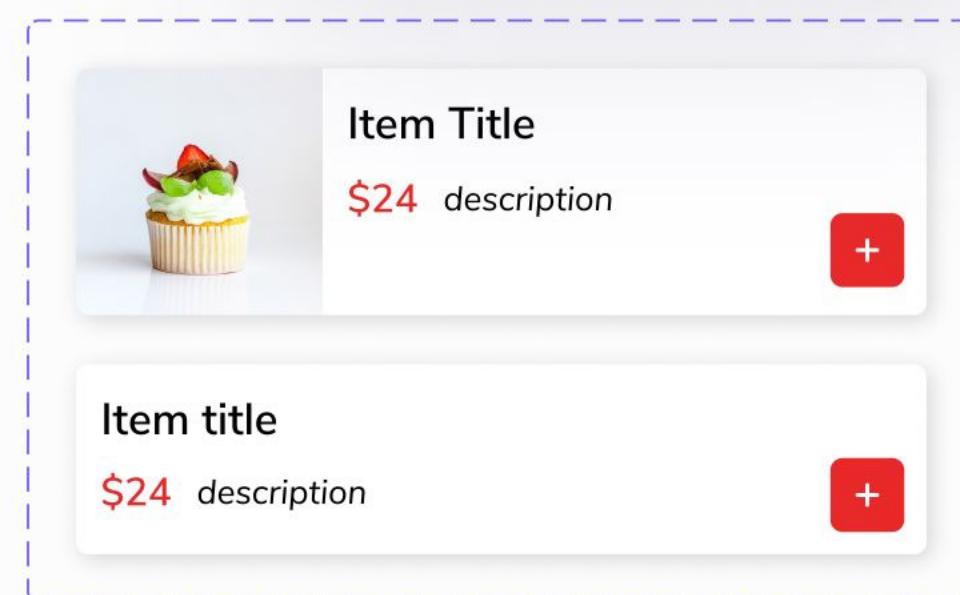
I made some research, most of the companies have one product in different platforms, but trying to find resources for multiple products was quite hard. This awesome case study from Spotify Design helped me shape the project.

I mapped out all the elements of our current and upcoming products, and tried to find the common and different ones.

All the products have in common are;

- Text styles
  - Buttons
  - Icons
  - Form elements
  - Radio buttons, checkboxes, chips, etc

What's different from Spotify in our products was the customization, so I left out the colors.

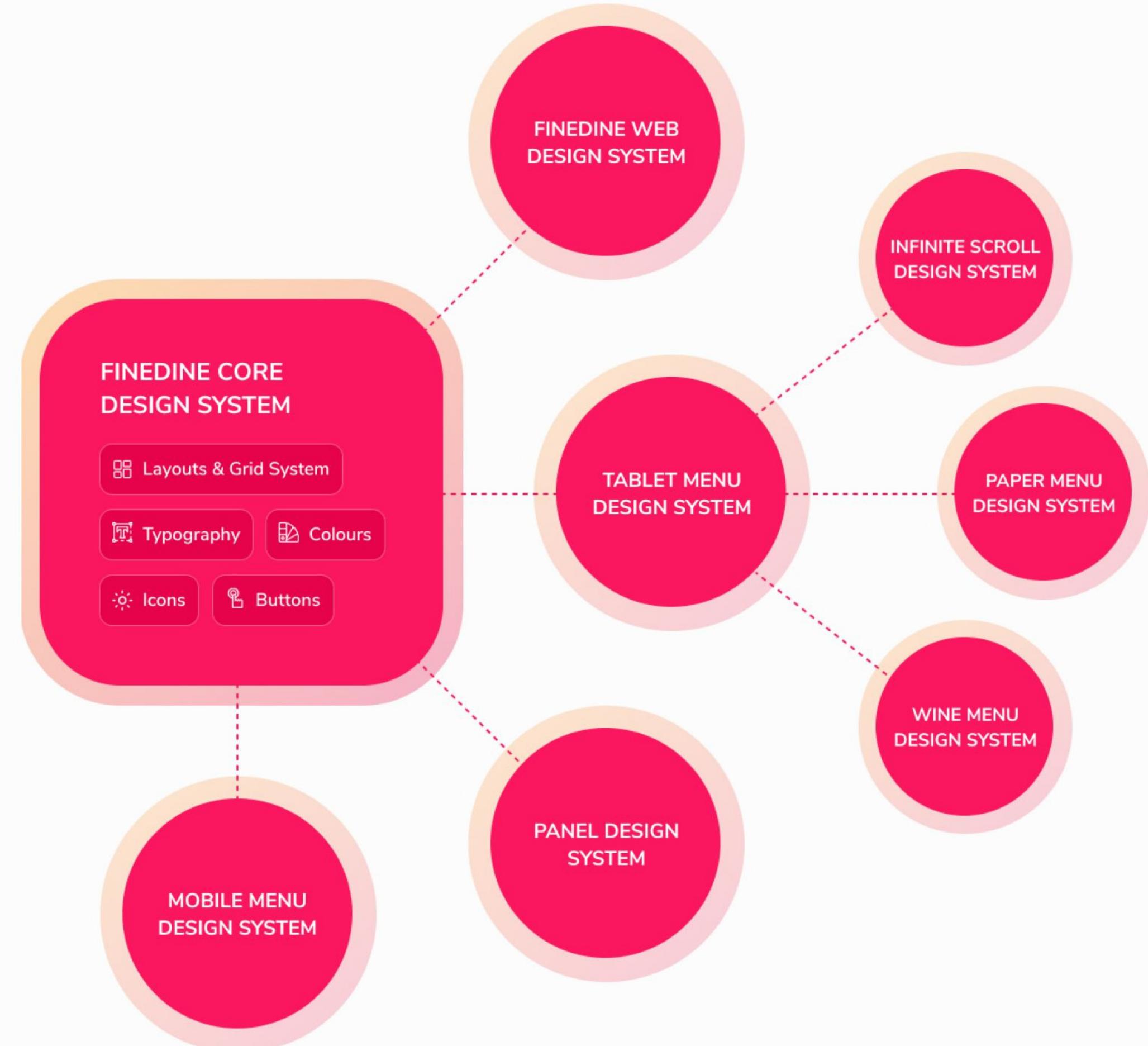


# The Solution

The solution, like Spotify's example, was to create a core design system. This system has all the base characteristics of the visual language of your products.

The colors, are the brand colors of FineDine, but they are customizable in menu applications.

This design system will be imported to all the products, and the additional elements of the products will be added on top of them. This way, if we want to change our font in the future, or the corner radius of the buttons, all we need to do is changing it in the core design system.

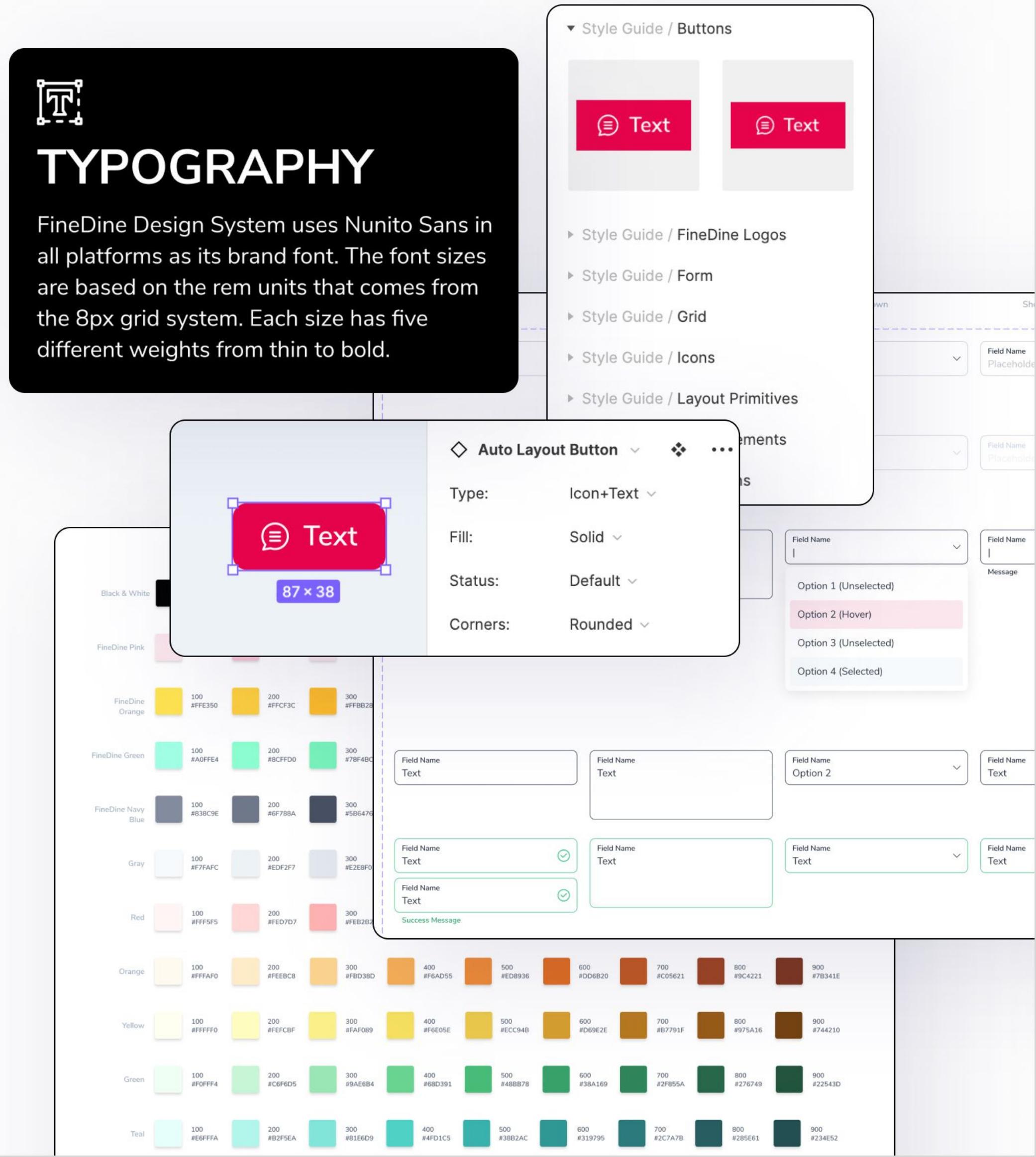


# The Outcome

This project was the most challenging thing I have ever done, but I am happy that I created something that both the designers and the developers of the company can use.

Creating the foundation of all the products made it much easier to launch new products and design new interfaces. The drag-and-drop design assets of Figma made everything better.

The three structure of the design systems make it easier to change the end products without affecting the core system, while allowing to publish changes from the core to all the end products 



The image shows a screenshot of the FineDine Design System interface. At the top left is a typography section with a large 'T' icon and the word 'TYPOGRAPHY'. It states: "FineDine Design System uses Nunito Sans in all platforms as its brand font. The font sizes are based on the rem units that comes from the 8px grid system. Each size has five different weights from thin to bold." To the right is a 'Style Guide / Buttons' section showing two red buttons with a message icon and the word 'Text'. Below this are links to other style guides: 'Style Guide / FineDine Logos', 'Style Guide / Form', 'Style Guide / Grid', 'Style Guide / Icons', and 'Style Guide / Layout Primitives'. The main workspace shows a 'Auto Layout Button' component with a red rounded rectangle containing a message icon and the word 'Text'. Its dimensions are 87 x 38. To the right of the button are four dropdown menus for 'Type', 'Fill', 'Status', and 'Corners'. Below the button are several color palettes and UI components. A vertical color palette on the left includes 'Black & White', 'FineDine Pink', 'FineDine Orange', 'FineDine Green', 'FineDine Navy Blue', 'Gray', 'Red', 'Orange', 'Yellow', 'Green', and 'Teal'. Each color has a 100, 200, and 300 column. To the right are various UI components like 'Field Name Placeholder' and 'Message' with dropdown menus for 'Option 1 (Unselected)', 'Option 2 (Hover)', 'Option 3 (Unselected)', and 'Option 4 (Selected)'. At the bottom are more color swatches for each category.

Color Category	100	200	300
FineDine Orange	#FFE350	#FCFF3C	#FB8B28
FineDine Green	#A0FFE4	#BCFFD0	#78F4BC
FineDine Navy Blue	#838C9E	#6F788A	#5B6476
Gray	#F7FAFC	#EDF2F7	#E2E8F0
Red	#FFF5F5	#FED7D7	#FEB2B2
Orange	#FFF4A0	#FEEBC8	#FBD38D
Yellow	#FFFFF0	#FEFCBF	#FAF089
Green	#FOFFF4	#C6F6D5	#9AE6B4
Teal	#E6FFFA	#B2F5EA	#81E6D9

WHAT ELSE I DO?

## Other Works

I currently work as the Creative Director in [Ontrail Store](#), learning about optimization of e-commerce websites, e-mail marketing flows and designing textile products.

I designed the [website](#) of our company from scratch in accordance with our design system.

Completed the Mobile UX Design course on Interaction Design Foundation. [See my certificate!](#) I also continuously learn on Skillshare, Medium, and other platforms about anything related to design.

I sell my own creations on [Etsy](#) and [Instagram](#), and grew my audience from 300 followers to 4000+ during the pandemic.

I was asked to illustrate a book cover by [one of the top publishers of Turkey](#).

I 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.

I designed several landing pages for [Devtailor](#) and created the branding of [Dazz](#).

I made a logo for the [ceramics atelier](#) that I've been going for three years.

I made a logo and an illustration set for the ceramics brand [BeautifulAfternoon](#).

THANK YOU ✨

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