

Emre Erdener

I am an interdisciplinary product designer helping businesses design software, systems, experiences, websites, and brands.

Senior Product Designer

Vivint 2024 - present Remote

Lead design strategy and execution across 4+ product initiatives, directly collaborating with C-suite executives and cross-functional teams to align design vision with business objectives.

Spearheaded the Energy Intelligence UX design for Vivint and NRG platforms, transforming complex energy data into intuitive interfaces.

Designed the UX for smart lighting controls, as well as introducing new lighting features like color controls, lighting groups, and onboarding optimizations.

Completely redesigned critical bridge device setup process, resolving multiple technical issues while improving efficiency by 45% and reducing average setup time by 1:45 minutes, directly impacting customer satisfaction scores.

Mentor junior designers, providing ongoing feedback and guidance through weekly critiques and team rituals.

Senior Product Designer

Shopify 2021 - 2023 Remote

Researched, designed, prototyped, tested, and shipped a merchant referral program. The feature is a successful growth lever, continuing to increase signups, user retention, and user engagement.

Led design for several key projects on the Monetization team during an org-wide "code red." All key metrics and signup rates surpassed our goals, breaking company records and successfully ending the code red.

Spearheaded the redesign and successful launch of an improved admin checkout experience for both new and existing users of the product.

Designed, tested, and shipped conversion rate optimizations for shopify.com/pricing. The results led the direction for the redesign and implementation with the rebrand and website 3.0 launch.

Champion of a CMS internal tool for the Website Platform team. I published weekly status updates to the team and leadership. I designed the app, documented components and user flows, presented interactive prototypes, and organized project deliverables.

Conceptualized multiple new initiatives for the Growth organization, innovating product features and user experiences.

Mentored and coached junior designers, providing ongoing feedback and guidance through weekly critiques and team rituals.

Senior Product Designer

Mello Studio 2016 - 2021 Austin, TX

Product and web design for startups and enterprise clients.

User research, user flows, onboarding optimization, usability testing, and user experience audits to define product roadmaps.

Wireframes, mockups, and clickable prototypes for concept, usability and accessibility requirements, stakeholder approval, and developer handoffs.

Optimization at scale through lead funnel automation, multivariate testing, conditional workflows, transactional automation, and dynamic reporting.

Contact

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512-740-3719

Austin, TX • Remote

Portfolio

www.emre.design

Password: bicycle

Skills

Product design
Design systems
User interface design
User flows
Journey mapping
Interaction design
Wireframing
Prototyping
User testing & research
Information architecture
HTML, CSS, JavaScript
Motion design
Motion graphics
Graphic design
Illustration

Design tools

Figma, Sketch, Invision, Zeplin, Adobe XD, Photoshop, Illustrator, InDesign, AfterEffects, Webflow

Other tools

Airtable, Github, Jira, Wordpress, Zapier, Zendesk

Education

Bachelor of Arts in Philosophy
University of Texas at Austin
2012