

# Emre Erdener

## Lead Product Designer

erdener.emre@gmail.com | 512-740-3719 | www.emre.design

I am an interdisciplinary product designer with full-stack engineering experience. I have over 8 years of experience leading product strategy, end-to-end execution, and user research, bridging the gap between stakeholders, design, and engineering. I have a proven track record of spearheading major product initiatives to deliver impactful business results.

### TECHNICAL SKILLS

- **Design & Strategy:** Product Strategy, User Research, Interaction Design, Visual Design, Information Architecture, Wireframing, Rapid Prototyping, Usability Testing, Journey Mapping, Motion Design.
- **Engineering & Development:** Full-Stack Development, React, Next.js, Node.js, TypeScript, JavaScript (ES6+), HTML5, CSS3, Git/GitHub, CI/CD Workflows.
- **Design Systems:** Atomic Design, Token Architecture, Component Library Management, Accessibility Standards (WCAG).
- **Tools:** Figma, Sketch, Adobe Creative Suite (XD, Photoshop, Illustrator, AfterEffects).

### WORK EXPERIENCE

#### Vivint | Senior UX Designer

Jan 2024 – Present | Remote

- Lead design strategy and execution across 4+ product initiatives, collaborating directly with C-suite executives and cross-functional teams to align design vision with business objectives.
- Architected and rebuilt the entire design system from scratch in two months, resolving four years of technical debt and unifying the UI across mobile and IoT hardware interfaces.
- Redesigned the onboarding UX and product experience for Smart Locks, significantly reducing customer support ticket volume and optimizing user success rates.
- Spearheaded the Energy Intelligence UX design for Vivint and NRG platforms, transforming complex energy data into intuitive, actionable user interfaces.
- Completely redesigned the critical bridge device setup process, resolving multiple technical issues while improving efficiency by 45% and reducing average setup time by 1 minute 45 seconds.
- Designed the UX for smart lighting controls and introduced new features including color controls, lighting groups, and onboarding optimizations.
- Mentor junior designers, providing ongoing feedback and guidance through weekly critiques and team rituals.

#### Shopify | Senior Product Designer

Jan 2021 – Dec 2023 | Remote

- Led design for key projects on the Monetization team, where all key metrics and signup rates surpassed goals, breaking company performance records.
- Researched, designed, prototyped, and shipped a merchant referral program that became a successful growth lever, increasing signups, retention, and engagement.
- Spearheaded the redesign and successful launch of an improved admin checkout experience for both new and existing users.
- Designed and tested conversion rate optimizations for the pricing page, establishing the direction for the rebrand and Website 3.0 launch.
- Championed and designed an internal CMS tool for the Website Platform team, documenting components and user flows while managing project deliverables.
- Conceptualized multiple new initiatives for the Growth organization, innovating product features and user experiences.

## **Mello Studio | Senior Product Designer**

Jan 2016 – Dec 2021 | Austin, TX

- Delivered end-to-end product, web, and marketing design for startups and enterprise clients.
- Conducted user research and usability testing to define and optimize product roadmaps.
- Created high-fidelity wireframes, mockups, and clickable prototypes to secure stakeholder approval and ensure accurate developer handoffs.
- Designed and maintained comprehensive design systems and component libraries to ensure consistency across products.
- Executed optimization strategies at scale through lead funnel automation, multivariate testing, and dynamic reporting.

## **Justuno | Product Designer**

Jan 2018 – Dec 2020 | Austin, TX

- Conceptualized product usability and design based on requirements gathered during stakeholder and user interviews.
- Created high-fidelity wireframes & prototypes to define visual and interactive product direction.
- Conducted workshops and testing to evaluate designs and identify usability enhancements.
- Developed a design system for rapid prototyping, ensuring continuity and efficient communication across development teams.

## **EDUCATION**

**University of Texas at Austin**, Bachelor of Arts in Philosophy | 2012