

# Buse Kunkel

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## Senior Product Designer | 5+ YOE

Collaborative IC experienced in translating complex product problems into simple solutions.  
Pursuing remote roles in fashion, e-commerce, retail, or health/wellness.

## EDUCATION

### CareerFoundry

GRADUATED JAN 2021

UI Design, Certificate

Front-End Dev Specialization

### University of Cincinnati

GRADUATED MAY 2018

Fashion Design, B.S.

Completed 5 Internships

## EXPERIENCE | Designer Brands Inc. (Remote)

### Senior UX Designer

FEB 2025 – PRESENT

- Crafted a new loyalty program for DSW to drive retention, alleviate user friction, and test gamification.
- Facilitated industry patterning meetings to improve cross-team collaboration and stay ahead of trends.
- Partnered with Product Managers to participate in roadmap and A/B testing prioritization.
- Championed UX Team adoption of new animation tooling and templated user testing reports.

## SKILLS

Figma Suite

User Research & Testing

UX Writing & Accessibility

Crafting Presentations

Content Strategy & Design

HTML & CSS

Webflow & Squarespace

Lottie Animations

### UX Designer (Mid-level)

JUNE 2022 – FEB 2025

- Proposed gated wishlists which drove +76% wishlist addition and +6.6% loyalty registration (\$3M impact).
- Served as subject matter expert for CMS Widgets; balancing feature requests, development complexity, and UX best practices.
- Led UX Book Club and acted as a liaison between Digital Team & Soles4Souls, a philanthropic partnership.

### Associate UX Designer

MARCH 2021 – JUNE 2022

- Boosted conversion +3.3% (\$23M impact) with product tile enhancements that improved scannability.
- Influenced leadership to prioritize video content for the roadmap after gaining internal alignment across teams.
- Translated user research takeaways into opportunities for omni-channel experience improvements.
- Mentored the UX Design Intern.

## INTERESTS

AI Snack Club Member

Turkish language & culture

Visit [linkedin.com/in/buseaydore](https://www.linkedin.com/in/buseaydore) for more.