

# Burak Demirtaş, Product Designer & Specialist

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## LINKS

[Behance \(Portfolio\)](#), [LinkedIn](#), [Medium](#)

## EDUCATION

Sept 2017 — Jun 2022

Hacettepe University

Ankara

Computer Science and Engineering, Bachelor's Degree ([100% English](#))

## EXPERIENCES

Nov 2025 — Feb 2026

Product Specialist, Mobiversite

Ankara (On-Site)

Took ownership of the end-to-end product lifecycle, from idea generation to live release, coordinating closely with development, design, and marketing teams.

- Defined product features based on competitor analysis, market research, business goals, and cost constraints, contributing directly to business planning decisions.
- Designed and managed A/B tests across onboarding, paywall, and monetization-related screens, analyzing results and driving data-informed product decisions.
- Built and analyzed user funnels to understand behavior patterns, identify drop-offs, and optimize conversion rates.
- Led ASO strategies to improve app store visibility, including keyword research, localization planning, and performance tracking.
- Managed localization processes by collaborating with freelance translators and validating translations through performance and engagement metrics.
- Created and optimized AI prompts to support core app functionalities and improve user experience.
- Actively monitored market trends and competitor advertising strategies, adapting product direction and monetization approaches accordingly.
- Evaluated user feedback and market data to assess market size, growth potential, and feasibility of new features and app ideas before development
- Prepared legal texts for both mobile applications and web platforms in compliance with platform and regional requirements.

Responsible apps created from scratch: [KAI iOS](#) - [KAI Android](#) - [Vinyl Value](#)

Post-development responsibility: [Irmo iOS](#) - [Irmo Android](#)

Sept 2024 — Aug 2025

Product Designer, Brandefense

Ankara (Hybrid)

- Contributed to designing cybersecurity platforms for data leak and threat detection.
- Created intuitive admin panels and dashboards to display critical security data.
- Built and maintained a modular design system to ensure UI consistency across tools.
- Collaborated with developers and analysts to align UX with technical needs.
- Participated in UX audits, identifying issues and suggesting improvements.

Oct 2022 — Sept 2024

Jr. Product Designer, Jotform

Ankara (On-Site)

- Designed and contributed to a wide range of product areas such as data visualizations, dashboards and internal tools, design systems, landing pages and marketing visuals
- Collaborated closely with frontend developers and worked hands-on with component libraries to ensure seamless integration.
- Conducted competitive analysis and assisted in feature definition during the product's early stages.

Jun 2022 — Aug 2022

Product Designer Intern, Jotform

Ankara (On-Site)

- Designed a new product from start to finish, from idea to interactive prototype.
- Focused on user needs and industry requirements to create practical and effective designs.
- Followed the company's design system and brand guidelines throughout the process.
- Worked closely with product managers and developers to improve team communication.

Jul 2021 — Sept 2021

UI & UX Designer Intern, Pixofun

Ankara (Hybrid)

- Worked on social media posts, company announcements, video editing, UI/UX design, and game development with Unity Tool.
- Gained experience in a fast-paced environment, improving multitasking and design adaptability.

Aug 2020 — Oct 2020

Software Developer Intern, Netax

İstanbul

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## PROJECTS

Here are a few of my personal projects. For more, you can check out my [Behance](#) account. Unfortunately, I can't share most of the designs from the company I work for due to confidentiality agreements.

### Nasıl Yani Mobile App

*AI-Based Relationship & Communication Advice App*

- Conceptualized and designed a mobile app that provides AI-driven relationship and communication advice.
- Conducted competitor research to analyze existing solutions and identify gaps in the market.
- Created all app screens, defined features, and established app limitations to ensure a user-friendly experience.
- **Key Tools & Techniques Used:** Figma, User Flows, Feature Prioritization, Competitor Analysis, UX/UI Design, Prototyping
- [Behance Link](#) [App Store Link](#)

### Guess What Mobile Game

*AI-Based word guessing game*

- Designed a mobile game with a team based on an idea from my friends.
- Researched similar games to understand what works and what doesn't.
- Decided on the game's features and design to make it stand out.
- Created wireframes and prototypes to visualize the game's flow.
- **Key Tools & Techniques Used:** Figma, Wireframing, Prototyping, Competitor Research, User Flows, UX/UI Design.
- [Behance Link](#) [App Store Link](#)

### HobbyDoge Mobile App (University Project)

*Social media application based on creating events and making friends*

- Led industry research, benchmarking, and defined key features.
- Created user flows, UI/UX designs, and wireframes to ensure a seamless experience.
- Designed the full UI and UX, ensuring clarity for both design and development teams.
- Developed prototypes to help communicate the final vision.
- **Key Tools & Techniques Used:** Figma, UI/UX Design, Wireframing, Prototyping, Market Research
- [Behance Link](#)

### Probus International Landing Page

- Designed a fully responsive website using Framer, tailored to the client's needs.
- Conducted client research to understand requirements and translated them into design.
- Customized domain details and launched the product using Framer's tools.
- Created mobile and tablet-friendly designs, ensuring a smooth experience across devices.
- **Key Tools & Techniques Used:** Framer, Responsive Design, Prototyping, Web Design
- [Behance Link](#)

### G-Tower Landing and Marketing Page

- Worked with clients who had complex landing pages, which led to customer loss and poor product promotion.
- Redesigned the landing pages to be simpler, more responsive, and user-friendly.
- Increased user retention by **40%** and the conversion rate (clients contacting the business) by **32%**.
- Helped clients reach their target audience more effectively with a clean and effective design.
- **Key Tools & Techniques Used:** Figma, Responsive Design, UI/UX Design, Web Design
- [Landing Page](#) [Marketing Page](#)

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## VOLUNTEER

Jun 2020 — Jun 2021

### ACM Turkey - President

In this organization, which manages all ACM communities across Türkiye, I oversaw and advised other communities on how to grow in the Turkish market.

Jun 2018 — Jun 2021

### ACM Hacettepe - Vice President

Ankara

Over a three-year period, I managed a community of 3,000+ members and coordinated large-scale events attracting tens of thousands of participants. This experience strengthened my abilities in team coordination, operational organization, and fast, effective decision-making in dynamic environments.