

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)
<ul style="list-style-type: none">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)
<ul style="list-style-type: none">Designed and contributed to a wide range of product areas such as data visualizations, dashboards and internal tools, design systems, landing pages and marketing visualsCollaborated 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)
<ul style="list-style-type: none">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)
<ul style="list-style-type: none">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](#)

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.