



Andrea Buran, *product design leader*,
at your service! I design digital products
and services that solve users' problems
and help organizations achieve their goals.

WORK EXPERIENCE

2y 4m

Jul 2022–Sept 2024

Skippet, Luxembourg, Luxembourg

Senior Product Designer

Skippet, an early-stage B2B SaaS start-up, empowered small businesses to manage their data by creating no-code applications through generative AI and natural language.

- As the sole early designer, led Skippet's product design from zero to one, launching a minimum viable product (MVP) and securing over 20 early customers within 1.5 months.
- Established Skippet's user experience (UX), user interface (UI), web responsive design system, and design processes, setting the foundation for future growth.
- Synthesized user feedback, prioritized needs and problems, and developed high and low-level, strategic roadmaps, aligning the team on solving the *right* problems.
- Iterated from low to high-fidelity prototypes, validated them with users, and discussed them with founders and team members, focusing the team on building the *right* solutions.
- Organized and facilitated workshops, prototype walkthroughs, and individual and group discussions, both async and sync, aligning founders and team members.

3y 2m

Aug 2019–Jun 2022

May 2019–Aug 2019

Kolay, Istanbul, Turkey

Product Design Lead

Product Manager/Designer

Kolay, a B2B SaaS start-up, serves the needs of human resources and employees, supporting over 1.400 companies and 200.000 users—from small businesses to large enterprises.

- Managed and led the product design for Kolay's *Employee, Expense, Leave, Performance, and Shift Management* web and mobile applications from definition to release and beyond:
 - Increasing engagement between human resources, managers, and employees.
 - Regaining previous customers and acquiring new ones.
 - Decreasing the workload of the *Success* and *Support* departments.
- Structured product strategies and roadmaps, facilitating discussions, decisions, and alignment between *Product* and Kolay's five other departments.
- Listened to users' feedback, researched their needs, defined user problems, re/designed, validated, and iterated on solutions, and tested staged and deployed solutions.
- Set, maintained, and extended Kolay's web responsive and mobile design systems by scaling and iterating on patterns and components.
- Scoped, planned, and directed the work of designers, developers, and testers through sprints.
- Managed 1 product manager/designer, 1 product manager/quality assurance (QA) tester, and 1 product designer, and recruited and hired 2 new members for the Product department.

WORK EXPERIENCE

3y 1m
Jan 2018–Apr 2019
May 2016–Dec 2017

I-AM Digital, Istanbul, Turkey
Design Lead
Senior Visual Designer

I-AM, an international design consultancy, focuses on designing digital products and services.

- Developed strategies, concepts, detailed interaction and visual designs, and rationales, and discussed them with clients and stakeholders, delivering high-value projects for industry leaders in automotive, e-commerce, finance, and tourism while ensuring studio profitability.
- Validated solutions with users through low- and high-fidelity prototypes, and discussed them with clients, and stakeholders, iterating based on learnings and feedback.
- Collaborated with the *Sales* department to understand client requirements, goals, and constraints, developed tailored project proposals, and designed balanced processes, timelines, and scopes, increasing project success and increasing client retention.
- Guided and mentored 4 User Experience (UX) designers and 2 User Interface (UI) designers through the interaction and visual design phases of projects, fostering their development as true problem-solvers rather than mere solution-implementers.
- Established and iteratively improved the studio design processes and methodologies, adding new workshops, retrospectives, user validations, and other tools to designers' toolkits.

2y
May 2014–Apr 2016

Fjord [now Accenture Song], Istanbul, Turkey
Visual Designer

Fjord, an international design consultancy, focuses on designing digital products and services.

- Conceived and designed digital services and products across multiple channels and platforms (web, mobile), delivering high-value projects for industry leaders in finance and telecommunications.
- Developed design strategies, concepts, and solutions to serve users' needs and achieve clients' goals, and translated them into detailed interaction and visual designs.
- Validated solutions with users through low- and high-fidelity prototypes, and discussed them with clients and stakeholders, iterating based on learnings and feedback.

4y 11m
Jul 2009–May 2014

Self-employed, Venice, Italy
Interaction/Visual Designer

- Conceived, designed, and developed commercial digital and non-digital communication strategies, concepts, and artifacts from definition to release and beyond, including corporate identities, reports, books, videos, and websites.

[View more details on LinkedIn](#)

EDUCATION

Oct 2007–Apr 2010
Oct 2004–Nov 2007

Visual Communication and Multimedia
graduate degree, 110/110 cum laude, full marks and honors
IUAV University of Venice, Italy, Faculty of Arts and Design

Industrial Design (with a focus on communication)
undergraduate degree, 110/110, full marks
IUAV University of Venice, Italy, Faculty of Arts and Design