

**Andrea Buran**, *product designer & leader*, at your service.  
For over 14 years I have been designing digital services and products, solving people's problems and helping organizations reach their goals.

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## WORK EXPERIENCE

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**Senior Product Designer**, Jul 2022–Present  
Skippet, Luxembourg, 2y 2m

*Skippet, an early-stage SaaS start-up, enables users to manage their business data by generating no-code applications with AI and natural language.*

- As the early and sole designer, led Skippet's product design from zero to one, launching a minimum viable product (MVP) and getting our first sticky customers.
- Set the foundations for Skippet's user experience (UX), user interface (UI), design systems, and design processes.
- Analyzed user feedback, prioritized problems and needs, and structured high/low-level, strategic roadmaps, ensuring we focused on the right problems to solve.
- Iterated on low/high-fidelity prototypes, validated them with users, and discussed them within the team, ensuring we focused on the right solutions to build.
- Structured and led workshops, prototype walkthroughs, and individual and group conversations, both async and sync, aligning founders and team members.

**Product Design Leader**, Aug 2019–Jun 2022

**Product Manager & Designer**, May 2019–Jun 2022  
Kolay, Istanbul, Turkey, 3y 2m

*Kolay, a SaaS start-up, serves the needs of human resources and employees and helped more than 1.400 companies and 200.000 users: from small businesses to enterprises.*

- Managed Kolay's *Core*, *Expense*, *Leave*, *Performance*, and *Shift management* web and mobile applications from definition to release and beyond, increasing engagement between HR, managers, and employees, re/winning past and new customers, and decreasing the workload of *Success* and *Support*.
- Structured product strategies and roadmaps, facilitating discussions, decisions, and alignment between *Product* and other Kolay's departments.
- Scoped, planned, and guided the work of designers, developers, and testers through sprint cycles.
- Listened to users' feedback, researched their needs, defined problems, re/designed, validated, and iterated solutions, and tested staged and deployed solutions.

**Design Leader**, Jan 2018–Apr 2019

**Senior Visual Designer**, May 2016–Dec 2017

I-AM Digital, Istanbul, Turkey, 3y 1m

*I-AM is an international design consultancy that designed services and digital products.*

- Designed and discussed strategies, concepts, interaction and visual designs, and rationales with clients and stakeholders, delivering impactful projects for industry leaders in automotive, e-commerce, finance, and tourism while ensuring their studio profitability.
- Collaborated with *Sales* to understand potential clients' needs and shape project proposals, structuring balanced design processes and timelines for delivering the projects.
- Guided and mentored designers through the interaction and visual design phases of various projects.
- Set and iteratively improved the studio design processes and methodologies, adding workshops, retrospectives, user validations, and other tools to designers' toolkits.

**Visual Designer**, May 2014–Apr 2016

Fjord, Istanbul, Turkey, 2y

*Fjord (now Accenture Song) was an international design consultancy that designed services and digital products.*

- Generated design strategies and concepts to serve users' needs and meet clients' goals, and translated them into detailed interaction and visual designs.
- Validated and discussed designs with users, clients, and stakeholders, iterating based on learnings and feedback.

[More details on LinkedIn](#)

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## EDUCATION

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**Visual Communication and Multimedia**

**graduate degree, 110/110 cum laude**, full marks and honors  
Oct 2007–Apr 2010, Faculty of Arts and Design,  
IUAV University of Venice, Italy

**Industrial Design (with a focus on communication)**

**undergraduate degree, 110/110**, full marks  
Oct 2004–Nov 2007, Faculty of Arts and Design,  
IUAV University of Venice, Italy