Andrea Buran, *product designer* & *leader*, at your service.
I design digital products and services, solving users' problems and helping organizations reach their goals.

WORK EXPERIENCE

Senior Product Designer, Jul 2022–Sept 2024
Skippet, Luxembourg, Luxembourg, 2y 4m

Skippet, an early-stage B2B SaaS start-up, enabled small businesses to manage their data by generating no-code applications using 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 acquiring and retaining over 20 early customers within the first 1.5 months.
- Set the foundations for Skippet's user experience (UX), user interface (UI), design system, and design process.
- Synthesized user feedback, prioritized needs/problems, and structured high/low-level, strategic roadmaps, aligning the team on solving the *right* problems.
- Iterated on low/high-fidelity prototypes, validated them with users, and discussed them within the team, focusing the team on building the *right* solutions.
- 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 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 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 the *Success* and *Support* departments.
- Structured product strategies and roadmaps, facilitating discussions, decisions, and alignment between *Product* and Kolay's five other 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 on 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, an international design consultancy, focuses on designing digital products and services.

- Designed and discussed strategies, concepts, interaction designs, visual designs, and rationales with clients and stakeholders, delivering high-value projects for industry leaders in automotive, e-commerce, finance, and tourism while ensuring studio profitability.
- Collaborated with the *Sales* team to understand clients' needs, develop tailored project proposals, and design balanced processes, timelines, and scopes, increasing project success and improving client retention.
- Guided and mentored designers through various project phases, fostering their growth as real problem-solvers.
- 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), an international design consultancy, focuses on designing digital products and services.

- 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.

See more work experiences on LinkedIn

EDUCATION

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