

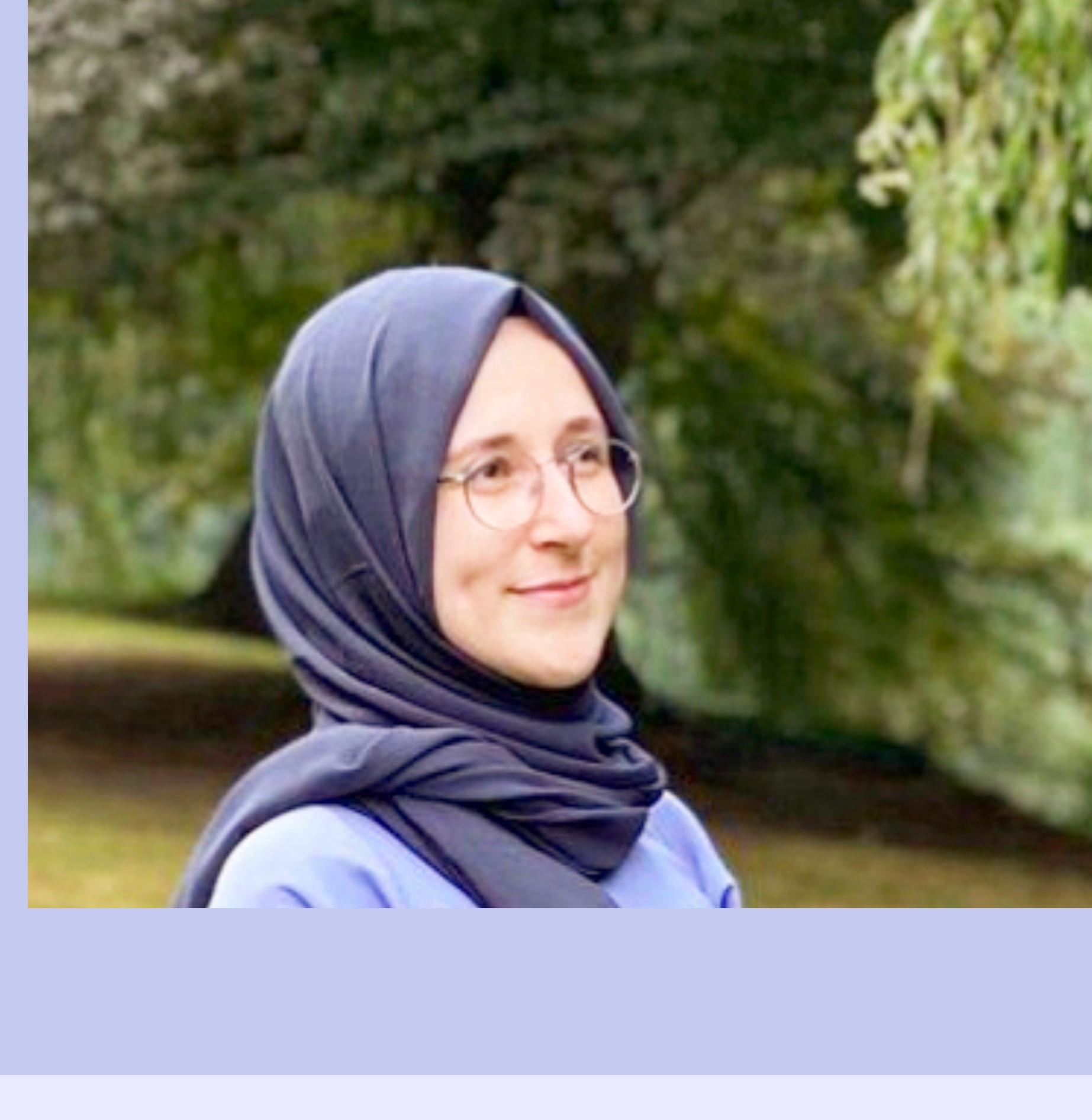
Sevde Gundogdu

PRODUCT DESIGNER

[Portfolio](#)

[Behance](#)

[LinkedIn](#)



About me

Proactive and dedicated product designer with 1+ years of experience and social psychology background.

Proven ability to establish excellent communication with teams and stakeholders.

Never hesitate to take on a challenge, very fast to learn.

For my skills, experiences, and more details, you can click on my portfolio.

December 2020-Present

UI Process Breakdown: Product Creation Process for Digital Banking App

I was assigned to create domestic payment flow for our banking app. The process was broken into few steps.

First, I gathered the requirements from the business, product owners and our potential users. I ran a survey and analyzed the results. After that I worked on low-fi & hi-fi wires to see the hierarchy of the screen. After then I put a moodboard together and experiment with UI, color coding & new interesting interactions.

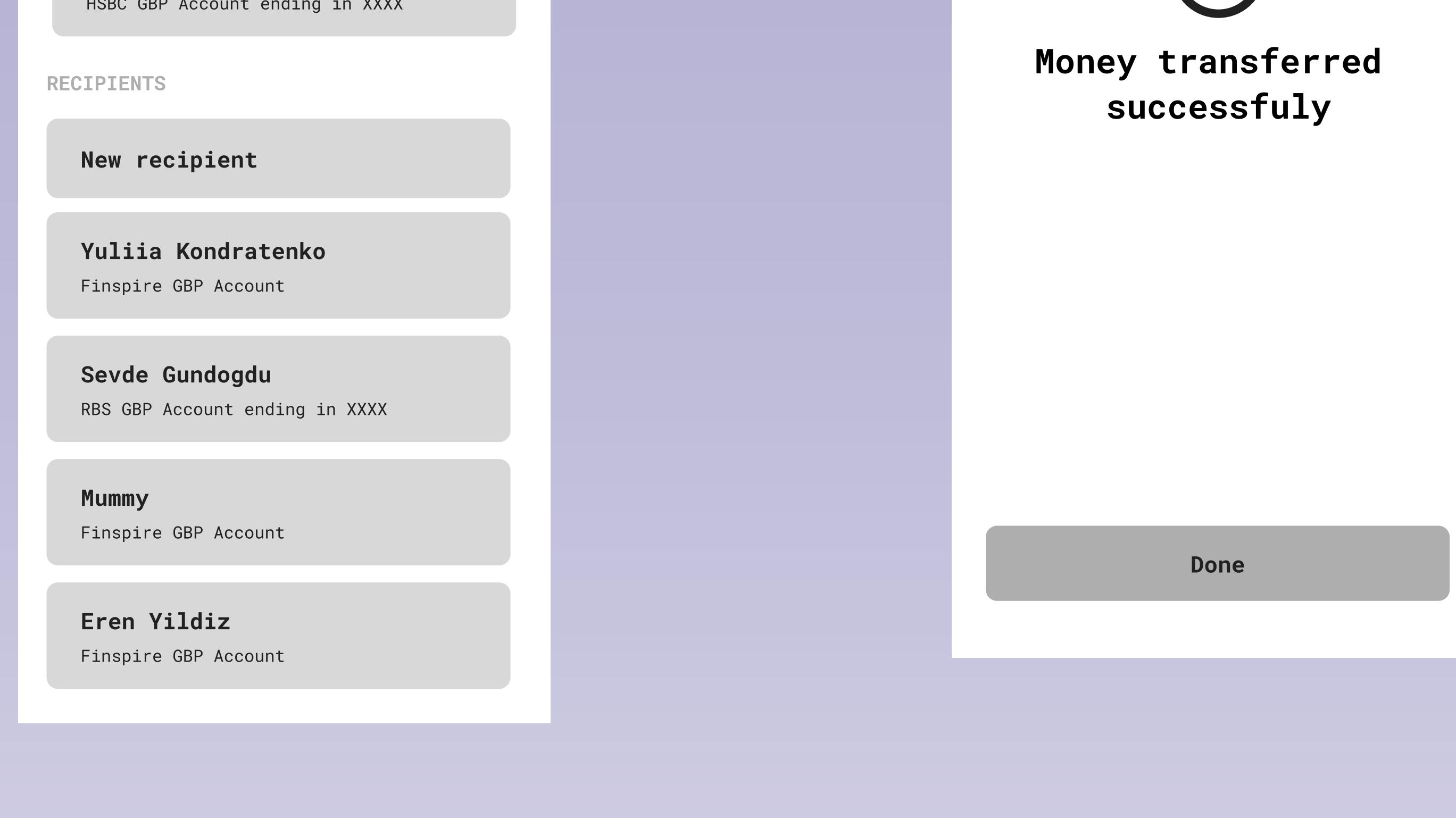
We constantly had Design Review sessions with the team to decide if we are going the right way.

01 Establishing requirements

Firstly, I brainstormed over the requirements for the product selection screen. At this stage it's important to focus on users' core goals and business needs.

02 Wireframes

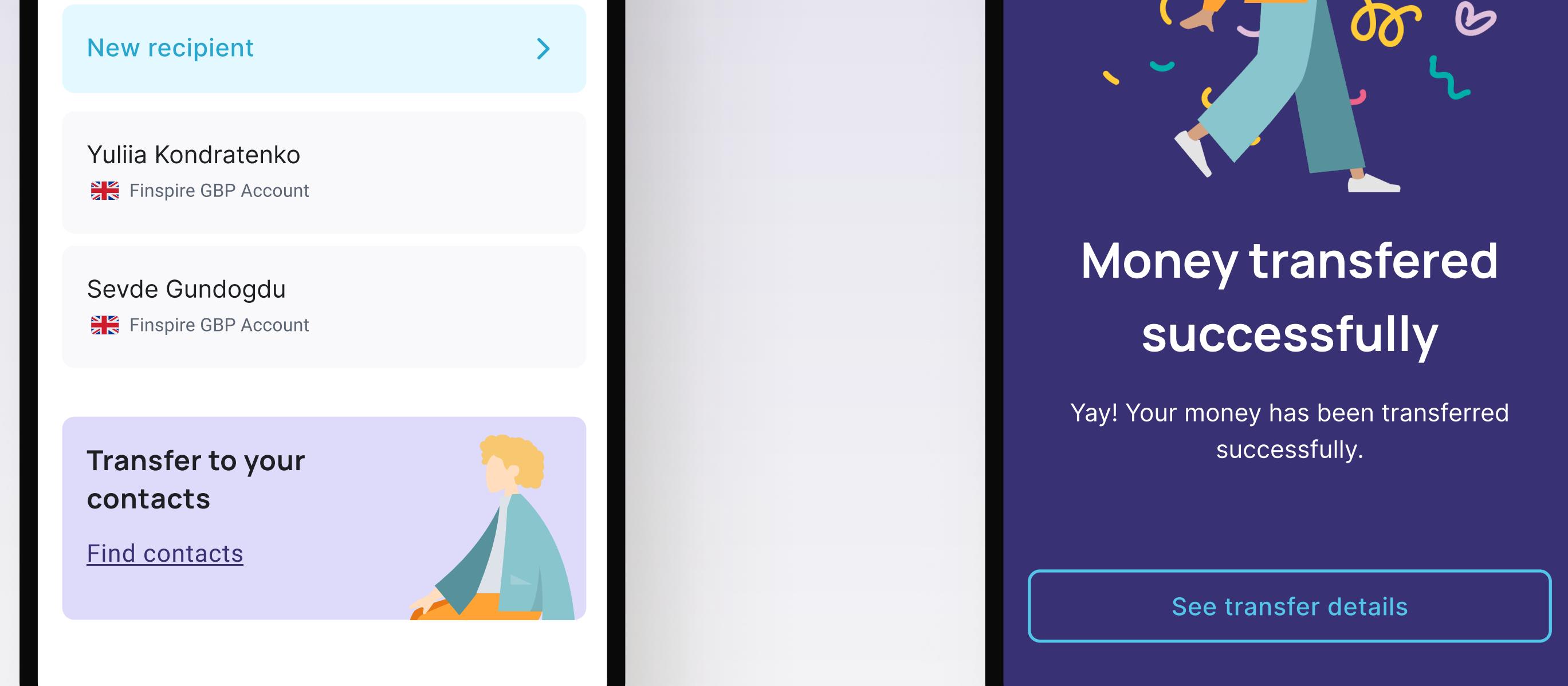
After establishing requirements, layouts structure me and my team created wireframes, putting everything together.



03 Visual Design

Once the team was happy with the result, I moved to Figma to work on the visual part using our design system elements.

Colour coding, patterns and illustrations are to be defined after working on branding with marketing agency.



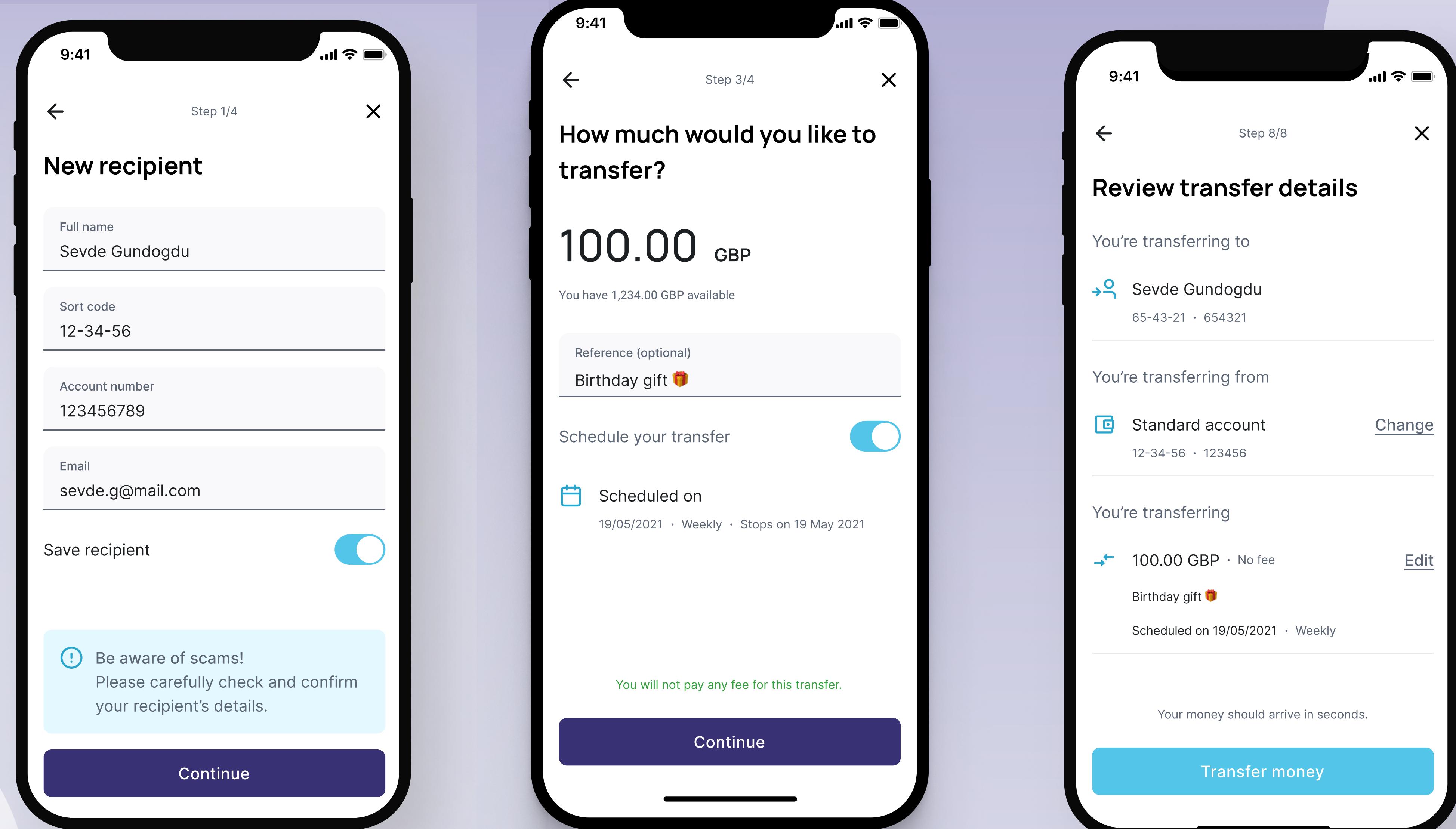
December 2020-Present

Finspire Technology

Here are some shots from the flows I work in Finspire Technology. The process started with establishing requirements from business & product owners. After this I worked on hierarchy, low-fi wireframes, high-fi wireframes & visual design. Below you will see the end result.

MAKE A PAYMENT

Make a payment flow was divided into few steps. Entering recipient details, entering payment details, schedule the payment or create recurring payment and review screen.



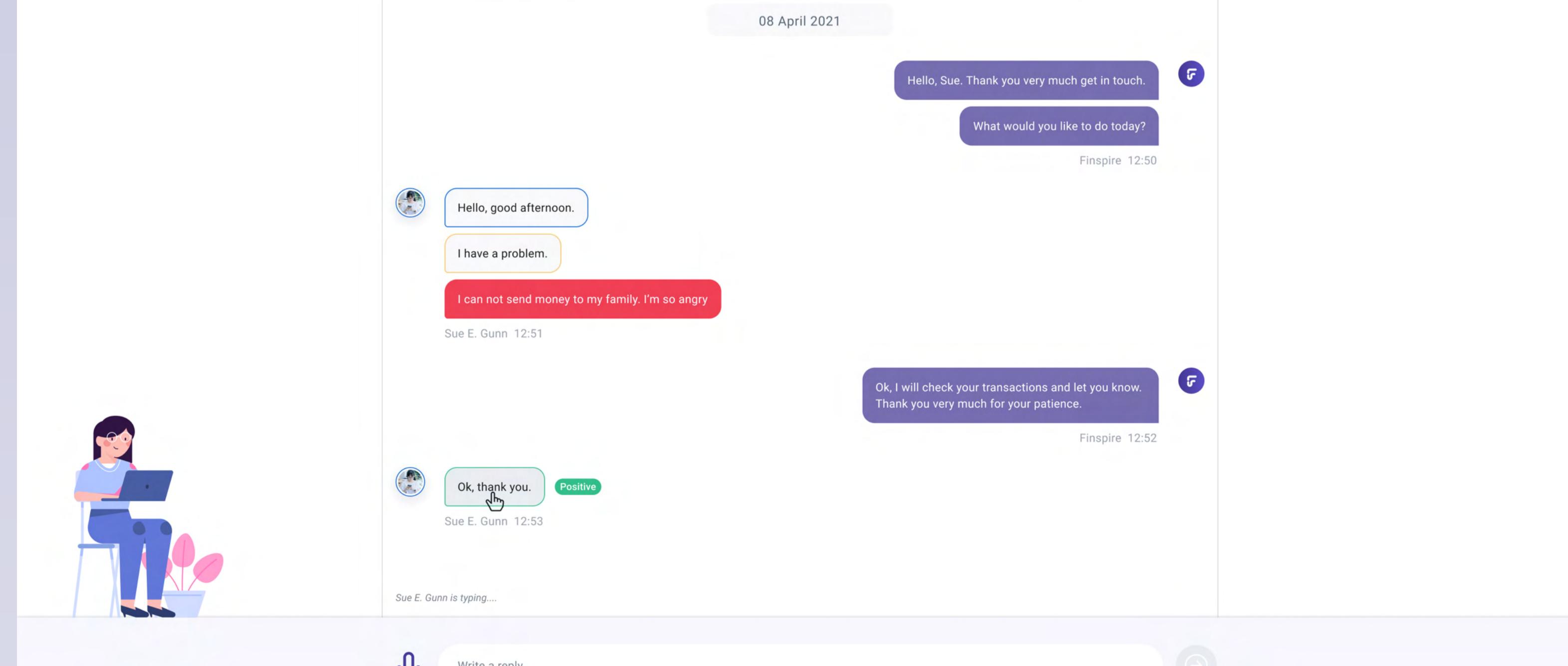
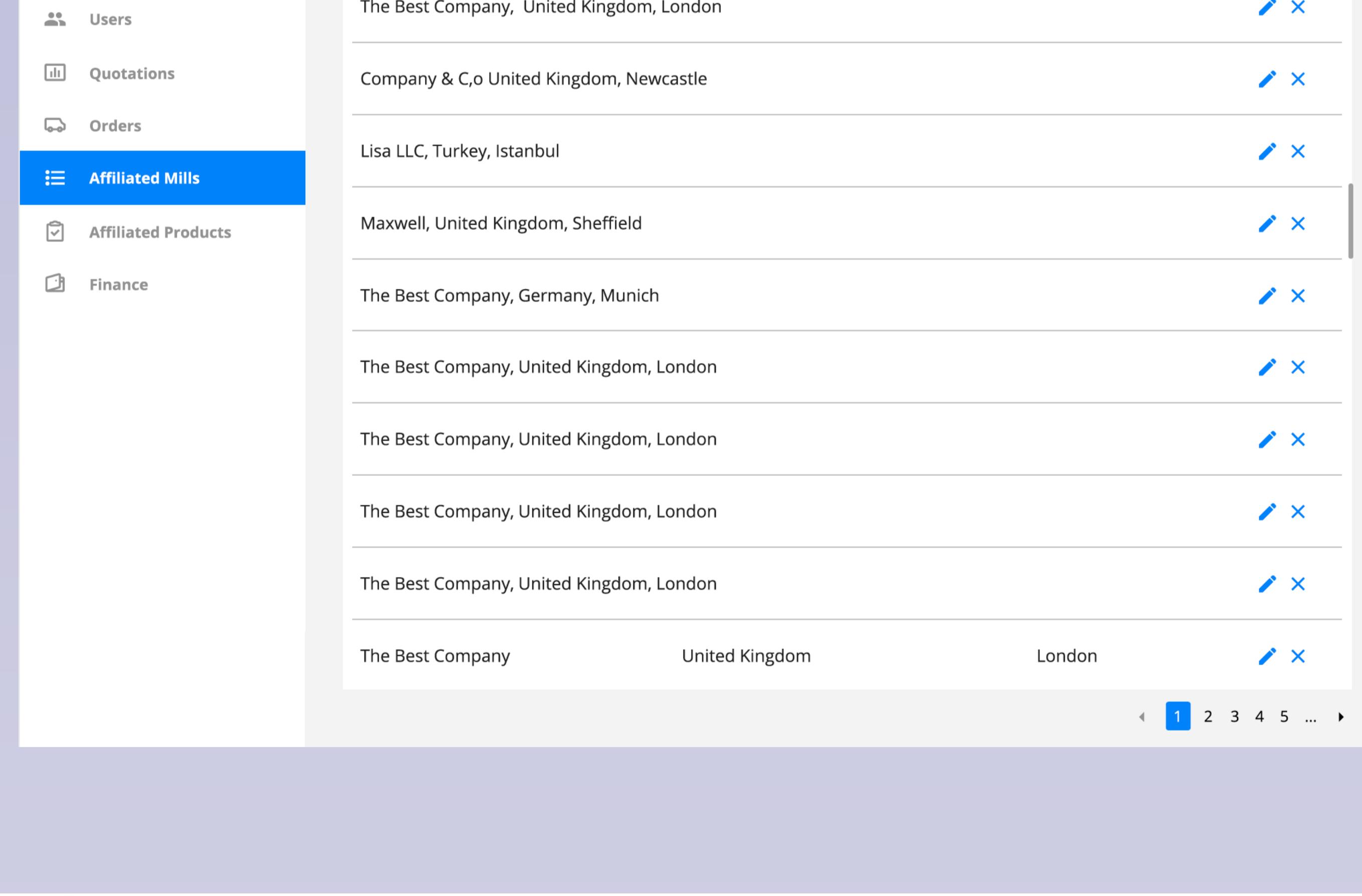
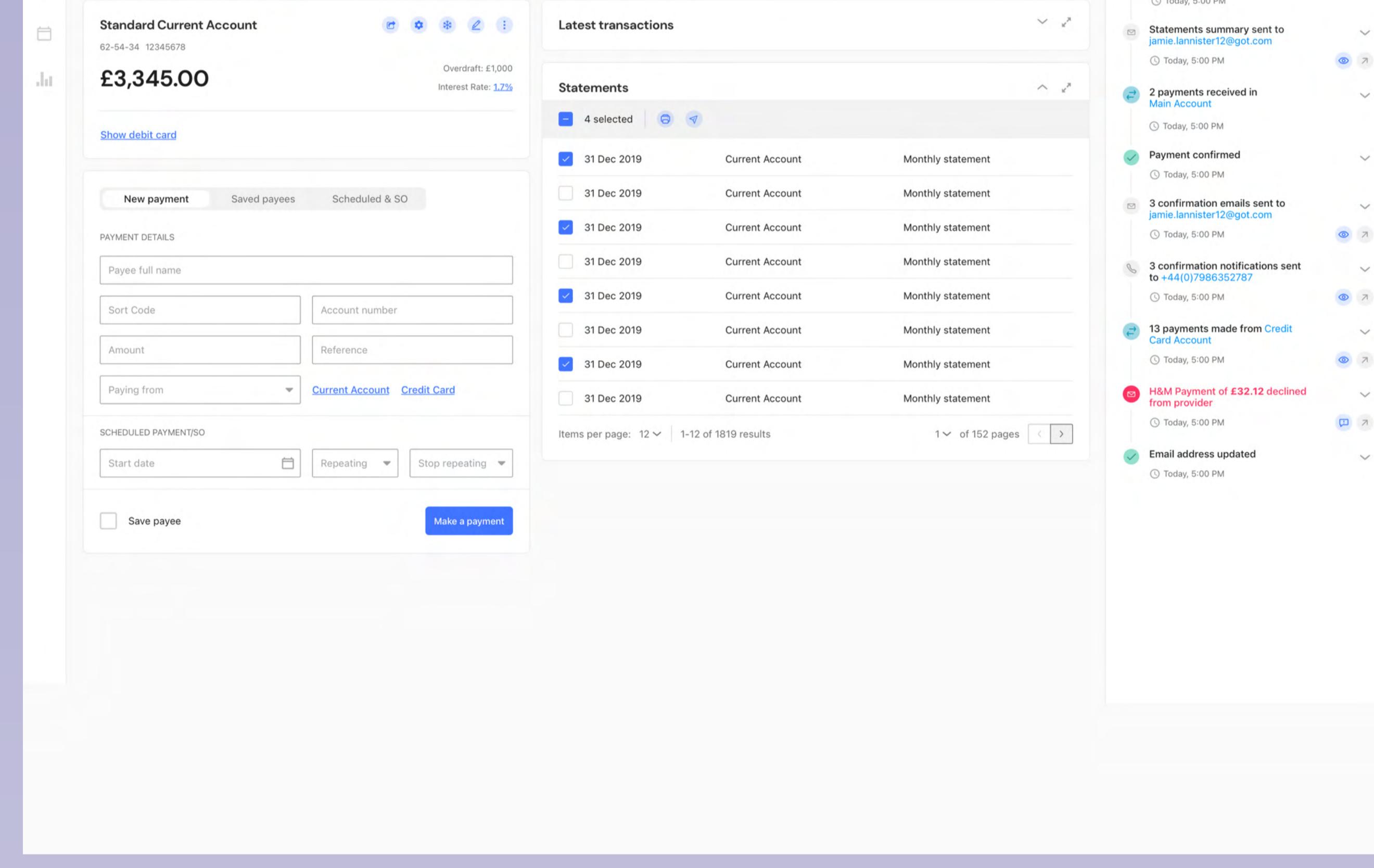
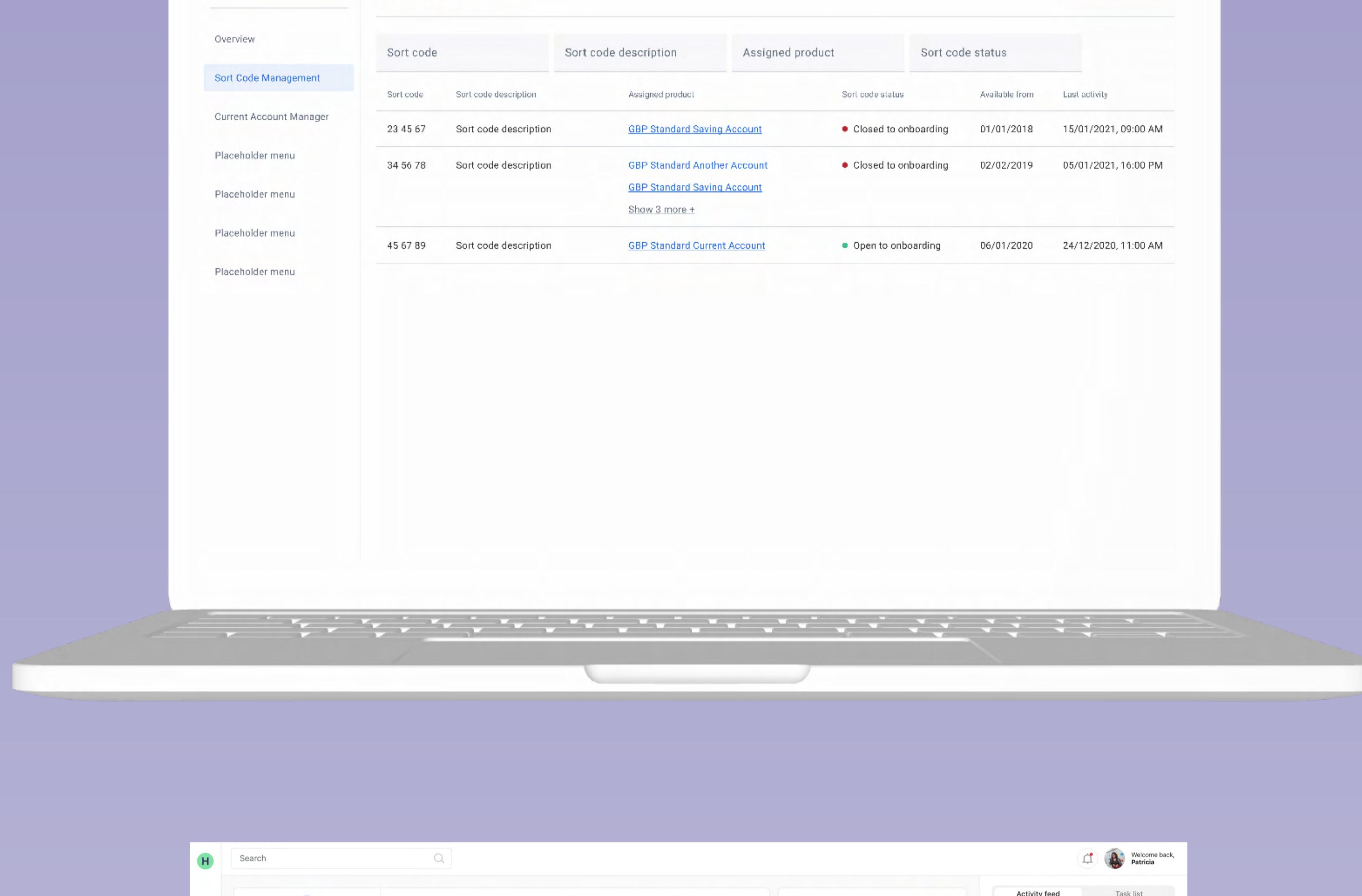
December 2020-Present

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CCC and B2B

I created web screens for Customer Contact Center and Bank Admin. This shot is from our Sort Code Management flow, Customer Dashboard, Product List and AI Chatbot Sentiment Analyze.



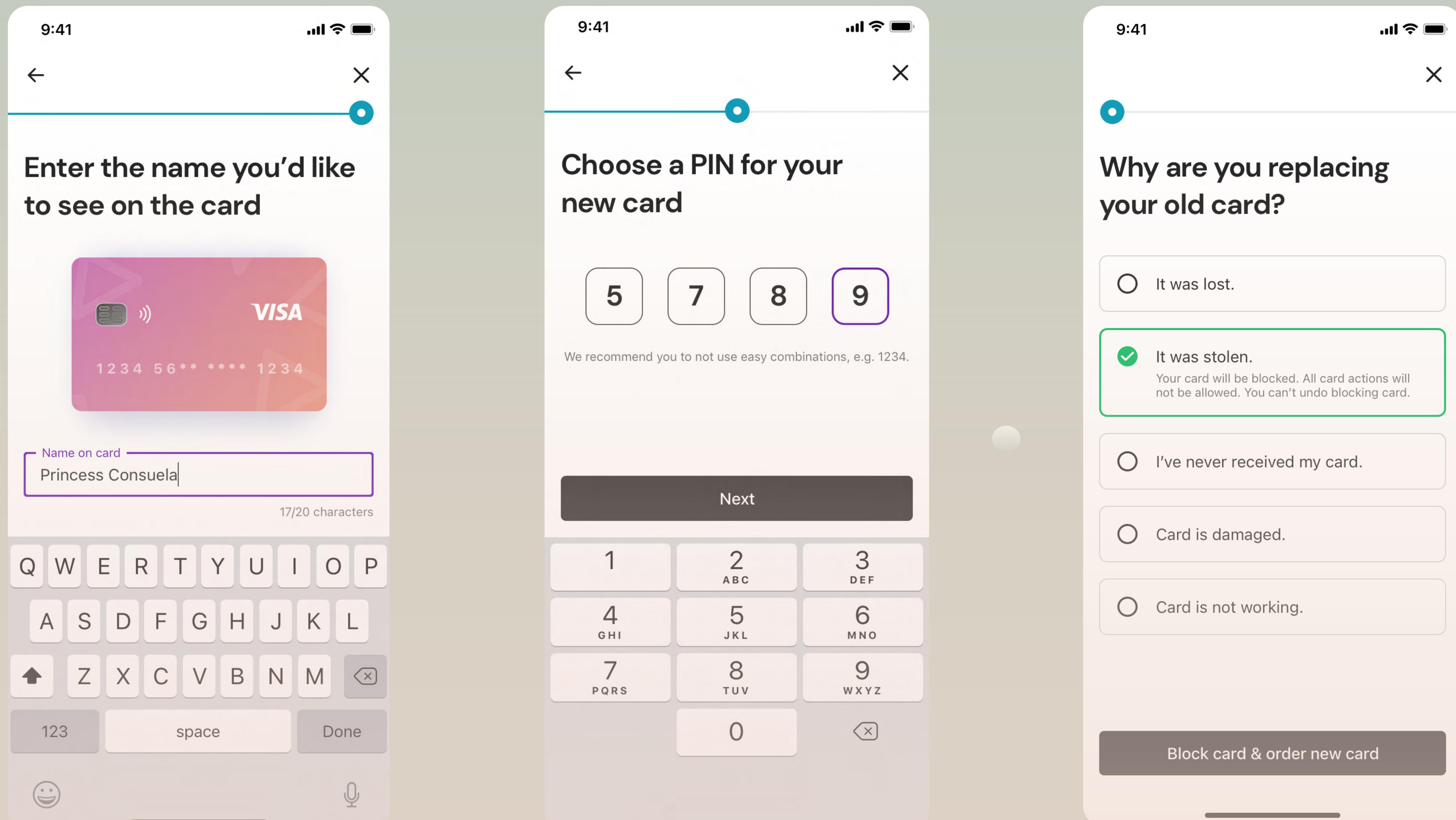
September 2020-December 2020

Heyman AI Tech.

Here are some shots from the flows I work in Heyman AI. The process started with establishing requirements from business & product owners. After this I worked on hierarchy, low-fi wireframes, high-fi wireframes & visual design. Below you will see the end result.

ORDER A NEW CARD

Ordering a new debit or credit card through the app was a general flow, but still needs to be easier for a user experience. User can order and customize new card, set new PIN or skip.



spenda

S

Script

All Cards

Transactions

Team

Request

Policies

Integrations

Team

Mark Gunn
m.gunn@script.com
Sales Team
£200 / £300

Mark Gunn
m.gunn@script.com
Sales Team
£200 / £300

Emily Rumble
e.rumble@script.com
Marketing
£200 / £300

Mark Gunn
m.gunn@script.com
Sales Team
£200 / £300

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m.gunn@script.com
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Marketing
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m.gunn@script.com
Sales Team
£200 / £300

Emily Rumble
e.rumble@script.com
Marketing
£200 / £300

Mark Gunn
m.gunn@script.com
Sales Team
£200 / £300

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The logo for Spenda, featuring a stylized purple and blue arrow pointing upwards and to the right, followed by the word "spenda" in a lowercase sans-serif font.

Make habit of saving money

Email

Password

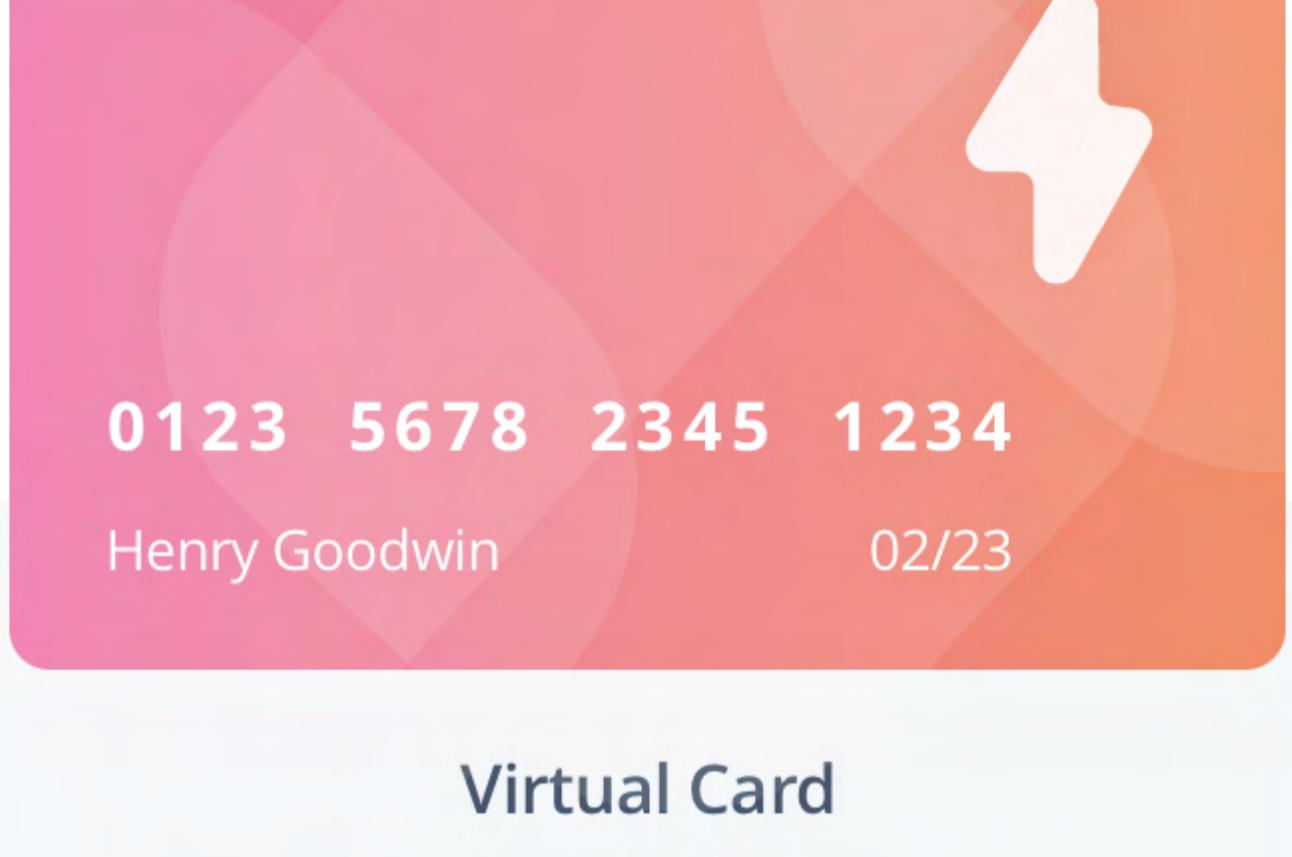
LOGIN

Forgot you password?

Don't have an account? [Sign Up!](#)

9:41

My Cards



0123 5678 2345 1234

Henry Goodwin 02/23

Virtual Card

Name	Henry Goodwin
Address	1234 North Avenue
Zip Code	SE3 4FV

Hide Details

Make Request >

Pause Card >

Report as... >

The screenshot shows the spenda mobile application interface. The top navigation bar includes the brand logo 'spenda' with a blue 'S' icon, a search bar, and user profile information for 'Hello, June!' with a notification icon. A vertical sidebar on the left lists navigation options: 'Script' (selected), 'All Cards', 'Transactions' (selected), 'Team', 'Request', 'Policies', and 'Integrations'. The main content area is titled 'Transactions' and displays a list of 10 entries. Each transaction row includes a company logo, spender name, category, date, amount, and an 'Approve' button. The transactions listed are:

Spender	Category	Date	Amount	Action
Jasmine Thomson	Travel	01.07, @ 3.15 pm	- £80.00	✓ Approve ▾
Núria Moura	Postage & Delivery	12.07, @15.30 pm	- £40.00	✓ Approve ▾
Yolanda Barrueco	Software	02.08, @ 9.35 am	- £30.00	✓ Approve ▾
Pan He	Meals & Drinks	03.08, @6.35 pm	- £5.00	✓ Approve ▾
Leonardo Oliveira	Travel	04.08, @3.15 pm	- £150.00	✓ Approve ▾
Leonardo Oliveira	Travel	04.08, @7.00 pm	- £200.00	✓ Approve ▾
Leslee Moss	Meals & Drinks	05.08, @7.00 am	- £5.00	✓ Approve ▾
Wen Yahui	Uncategorized	12.08, @10.00 am	- £30.00	✓ Approve ▾
Ashley Graham	Travel	25.12 @ 4.05 pm	- £20.00	✓ Approve ▾
Anne-Marije Markink	Marketing	25.12 @ 7.05 pm	- £90.00	✓ Approve ▾

At the bottom right, there is a page number '1-10 of 550' and navigation arrows.

December 2020-Present

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