



Ali Akkaya

Product Designer

Product Design, Design Systems & B2B SaaS Platforms

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LOCATION

Üsküdar, İstanbul

PROFESSIONAL SUMMARY

Product designer with 8 years of experience designing mobile, web and kiosk products across fintech, B2B SaaS and e-commerce. End-to-end practice — from problem framing and user flows to high-fidelity UI, scalable design systems and developer handoff — in close partnership with product, engineering and business teams. Focused on turning complex, high-stakes workflows like payments, fleet and commerce into clear, production-ready interfaces.

EXPERIENCE

Sep 2025 - Present

9 months

UI/UX Designer (Full Time)

Figensoft · İstanbul, Türkiye

- Designed end-to-end B2B communication, fintech and merchant operation experiences across Figensoft's product ecosystem, including Posta Güvercini, Tiko, Tiko POS / Virtual POS, Backoffice and related product modules.
- Worked on 8+ product modules supporting mass messaging, campaign management, OTP communication, payment collection, merchant operations, KYC, e-invoicing and account management scenarios across web and mobile experiences.
- Designed customer migration and communication flows for WhatsApp campaign adoption, supporting a base of 9,000 active SMS customers.
- Contributed to scalable, component-based interface structures across communication and payment products, improving UI consistency, product maintainability and design-to-development handoff.

Oct 2021 - Sep 2025

4 years

Senior UI/UX Designer (Full Time)

Macellan · İstanbul, Türkiye

- Led product design across Macellan's full product portfolio and active venture studio projects over a 4-year period, covering consumer, merchant, operational and internal business platforms.
- Designed end-to-end experiences across SuperApp, wallet marketplace, in-store payment, remote ordering, subscription packages, loyalty cards, fleet management, digital signature and entertainment flows.
- Created reusable interface patterns across all product areas, improving consistency across fintech, fleet management, digital signature, marketplace and operational products.
- Collaborated closely with business, product and engineering teams to shape products from early-stage concepts to scalable digital experiences across multiple business verticals.

Jun 2018 - Oct 2021

3 years 5 months

UI/UX Designer (Full Time)

Akinon

- Designed responsive digital commerce experiences for 13+ enterprise retail brands in Akinon's customer ecosystem, including Samsung, A101 Kapıda, Sephora, Vakko, Lacoste, LC Waikiki, Marks & Spencer and other leading retail brands.
- Worked across 5+ key commerce experiences, including product listing, product detail, checkout, campaign landing pages, category pages and mobile-responsive shopping flows.
- Improved product listing usability by redesigning PLP layouts from a dense 4-column structure to more scannable 2-3 column responsive layouts.
- Collaborated with cross-functional teams to deliver scalable UI patterns for enterprise commerce, marketplace, omnichannel and multi-brand retail experiences.

Product Design

- End-To-End UI/UX Design
- B2B SaaS Design
- Dashboard Design
- Fintech UX
- Interaction Design
- Information Architecture

Design Systems

- Multi-Platform Design Systems
- Component Libraries
- Design Tokens
- Design Consistency
- UI Patterns

Research & Strategy

- Problem Framing
- Requirement Analysis
- Usability Testing
- UX Metrics
- User Interviews
- Feature Prioritization

Collaboration

- Product Collaboration
- Cross-Functional Communication
- Design Review
- Developer Handoff
- Roadmap Support

Tools

- Figma
- FigJam
- Adobe Creative Suite

EDUCATION

2016 - 2020

Bachelor's Degree

ISTANBUL AREL UNIVERSITY

Visual Communication Design, GPA: 3.52/4.0 (Full Scholarship)

AWARDS

Sep 2021 - Nov 2021

1st Place — EU-Turkey Climate Ambassador Program

Designed a mobile app focused on reducing individual carbon footprint. Selected 1st among 22 projects for UX flow clarity, feature simplicity, and behavior-driven design approach.

Feb 2020 - Mar 2020

4th Place — Turkish Language Association App Redesign

Recognized for modernizing information architecture and improving interaction model in a public-focused dictionary application.