



Serdar Aricelik . Product Designer . ~~Istanbul~~—Bali→ Berlin

Over the last 10 years, I've designed digital and tangible product experiences, dived into various fields of UX design, and now, improving on design strategy and management.

Dotwork drawing, surfing, perfecting my pumpkin soup recipe, and spending time in nature are my favourite activities other than design.



Senior Product Designer / Wefox - wefox.com

Feb 2023 - Sep 2024

- Product designer for B2B and B2C insurance products and tools — Developer hub, Distribution portal, Risk Analysis, Digital Advice, API Docs, Wefox app
- Guided the team through the UX design process — UX writers, Researchers, Juniors, and Visual/Motion Designer
- Worked on scalability, consistency, and structure issues of the old design system
- Assisted PMs and management in making informed decisions

Senior Product Designer / Firefly - fireflyon.com

Jan 2020 - Jun 2022

- Worked on the system, process, and experience of the internal and external facing Firefly products
- Gained domain knowledge in designing and building data-heavy products — AdTech, workflow optimization, journey management, data visualization, and map-based tools
- Led the design system building process with a new design language — to improve accessibility, scalability, consistency, and efficiency
- Reorganized the architecture with a flexible UI navigation to tie the products in Firefly's portfolio together and serve the needs of a broad range of users
- Increased the design function of the company and cross-functional collaboration
- Assisted PMs and leadership throughout the product development phases — product strategy, insights, roadmap planning, and problem-framing
- Worked closely with Backend, Frontend, QA, Data Engineers, and scientists throughout the design and development process

Head of UX / VMLY&R - vmlyr.com/en-tr/turkey

Jan 2019 - Jun 2019

- Collaborated with local and international clients — Coca-Cola, Vitra, and Vodafone
- Focused on establishing a systematic process to streamline UX workflows and ensure seamless team transitions
- Guided designers in documenting and handing off complex micro-interactions, transitions, and UI animations to the developers
- Conducted weekly WIP presentations with clients

UX&UI Designer / Sherpa - sherpa.digital

Aug 2016 - Dec 2018

- Designed tangible and digital product experiences for local and international clients — Arcelik, Beko, Grundig, İş Bankası, and Cepteteb
- Worked closely with data analysts, POs, UX writers, researchers, engineers, and clients throughout the design process — focusing on collaboration, workshops, UX analysis, design and testing strategies, IA, prototyping, documentation, and guidelines
- Built proficiency in using motion to enhance usability and experience while refining documentation and handoff for a smooth product development
- Contributed to the sound design of ovens and induction hobs alongside a sound engineer
- Wrote articles on UX design and psychology for the Sherpa Blog

UX&UI Designer / MetuTech Atom

Aug 2015 - Dec 2015

- Worked as UX&UI Designer and illustrator for games



serdararicelik.com

serdararicelik@gmail.com

+49 176 67237234



Middle East Technical University

Ankara / Turkey

Bachelor of Industrial Design, 2014



Design process

UX architecture

Interaction Design

Design system . Data visualisation . Motion design
User Testing . User Research . Prototyping . VUI
Microinteraction . Design Workshop . Product sound

Product focused

Design Strategy

Enjoying ambiguity



Figma

Adobe CC (PS, AI, AE)

Principle

Cinema4d

Notion . Origami . Framer . Lottie . Dialogflow
HTML . CSS . Arduino

Sketch

Proto.io

Rhinoceros

Processing