Görkem Turhal

Senior Product Designer

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SUMMARY

Senior Product Designer with 9 years of experience designing mobile apps, web apps and enterprise tools across automotive, travel, fintech, e-commerce, sports betting and AI. I design products end to end, from research and user flows to UI, design systems and developer handoff. Computer engineering background: I design with how things get built in mind and hand off working prototypes and production-ready UI. AI-native workflow with Claude and Figma MCP that automates repetitive design work, from screen variants to rendered prototype videos.

EXPERIENCE

Senior Product Designer, Brew Interactive
İzmir, Türkiye | 2017 – 2026

End-to-end product design for client products, from research and design systems to prototypes and developer handoff.

- Villa Sepeti (travel): designed the guest booking journey and host panel of the mobile app end to end, including search, flexible dates, villa detail, reservation request with price breakdown and host earnings; built the design system and managed handoff.
- Bilyoner (sports betting): designed mobile app screens for one of Türkiye's largest sports betting apps, including match cards, odds markets and coupons.
- Lunafi (fintech): designed a web app for freelancers and independent contractors covering the profit dashboard, transaction classification with estimated tax impact, bulk actions, reports and a pay-what-you-want subscription.
- Pınar Online (e-commerce): as part of the design team, designed the onboarding, sign-in, search, product detail and profile flows of the mobile shopping app.
- Interworld (enterprise): designed a B2B back office for cruise tour operations with 50+ screens, covering tour, ship and concept management, options and reservations, and a payment calendar.
- KoçDigital (enterprise): designed corporate website pages, including the Platform360 IoT product hero.
- sensat.com (Doğuş Teknoloji, automotive marketplace): designed the mobile app end to end, from search with personalized filters, listing detail, favorites and messaging to listing creation and the seller panel.

UI/UX Designer, Freelance
İzmir, Türkiye | 2016 – 2017

- Designed web and mobile products for startups and small businesses, from requirements to final UI.

EDUCATION

B.Sc. in Computer Engineering, Yaşar University
İzmir, Türkiye | 2011 – 2016

SKILLS

Product design: Product strategy, UX research, user flows, wireframing, UI design, design systems, interaction design, micro-interactions, prototyping, developer handoff

AI and automation: AI-assisted product design, prompt design, Claude skills, Figma MCP workflows, design automation

Front-end: HTML, CSS, JavaScript, design-to-code, production-ready UI

Tools: Figma, Claude, ChatGPT, Cursor, Framer, GitHub, Mobbin

Languages: Turkish (native), English (B2, upper intermediate)