Özgür Ablak

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PROFESSIONAL SUMMARY

Senior Product Designer with 15+ years of experience building digital products for companies including Vodafone, METRO and sahibinden.com. Experienced in leading end-to-end design, building scalable design systems, and improving products through research and experimentation.

SELECTED WORK EXPERIENCE

Senior Product Designer | Vodafone GmbH | Germany | 09/2020 – 07/2026

- Led the build of an atomic Figma design system (100+ components) for a native iOS and Android app in six European markets.
- Raised Ireland's app ratings in about three months (Android ~1.4 to ~3.8, iOS ~2.65 to ~4.1) by asking at moments of success.
- Designed a Wi-Fi password-sharing widget with a QR code for iOS and Android, named a first across Vodafone's mobile apps.
- Broke a long bug-fix cycle with a one-week ideation session, scoring ideas with ICE; it led to two new widgets.

Senior UX/UI Designer | METRO AG | Germany | 02/2018 – 09/2020

- Increased UEQ Novelty from −0.13 to 1.17 through interaction design, micro-interactions, and animation.
- Ran continuous user interviews and usability sessions, measured with UEQ.
- Designed UX/UI for iOS and Android apps, using user shadowing and guerrilla usability testing.

Senior UX/UI Designer | sahibinden.com | Turkey | 10/2013 – 09/2017

- Designed the UI and UX of the iOS, Android and Apple Watch apps for Turkey's largest classifieds platform, and redesigned both apps in 2016; the Android (2015) and iOS (2016) apps won Gold Stevie Awards.
- Introduced voice-to-text for ad descriptions; all mobile ad postings rose 40% afterwards, per the analytics team.
- Ran 50+ user interviews over three years, plus a focus group, user tests and guerrilla testing.

INDEPENDENT PROJECT

Faldium | Independent Product Designer & Builder | 07/2026 – Present

- Designed, built and launched an AI fortune-telling app, managing its Google Ads: nearly 5,000 downloads, 4.6 rating (23 ratings), users in 20+ countries.

CORE EXPERTISE & TOOLS

Expertise : Product Design · UX/UI Design · Design Systems · Interaction Design · User Research · Product Discovery · Prototyping · Usability Testing · AI-Powered Design

Tools & AI : Figma · FlutterFlow · Supabase · Firebase · Google Analytics · Google Ads · Cursor · ChatGPT (AI) · Claude (AI) · Runway (AI Video)

EDUCATION

Yeditepe University | Associate degree in Computer Technologies | Istanbul, Turkey

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LANGUAGES

Turkish: Native · **English**: Professional working proficiency · **German**: Beginner