

# Gizem Kurangil

## Product Design Specialist

✉ gizemkurangil385@gmail.com

☎ 0457 11 0457

🔗 [www.gizemk.com](http://www.gizemk.com)

📌 [Find me at LinkedIn](#)

I am a creative and forward thinking Senior Product Design Specialist, with a knack for transforming bold ideas into user-loved realities. I am all about elevating interactions and fostering communities through delightful designs, by bringing a blend of strategic vision and hands-on full stack design experience with a sprinkle of wild creativity to the table.

## Experience

### Everest Engineering

Feb 2022 - Present

Senior Product Designer

#### Clients

Kmart Impact Obesity Birchal Heatseeker  
Deelligence ADHD Link FrontGate  
Shilo People EQL Twine

Empowered startup businesses to successfully launch their vision within 7 weeks while de-risking through user-centric and product driven strategies and methods.

Pioneered design culture and agile design methodologies across multidisciplinary teams

Worked extensively with 10+ start up and scale up industries and established lean design practices and go-to-market strategies

Facilitated numerous workshops and seminars to help businesses around product trends.

### Hivery

Mar 2020 - Feb 2-22

Senior UX/UI Designer

Helped created designs systems that reduced development effort by 50%

Established a SaaS product strategy within the company that led to 2x the customer growth

Pioneered Machine Learning User Experience culture within the product, utilising design thinking frameworks in building AI .

### Foxtel

Mar 2018 - Mar 2020

UX/UI Designer

Designed the 2019 Game of Thrones Campaign that led to an increase in sales for over 1 million customers.

Created a more cohesive browsing experience for Foxtel Now that led to a 20% higher retention rate.

Designed a new Order Summary leading to a cohesive checkout journey, increasing sales by 15%

### ROKT

Mar 2016 - Oct 2017

Visual Designer

Helped building the platform UX/UI, ensuring a cohesive and intuitive experience that lead to increase in sign ups and click through rates.

## Skills

### Strategy

Product Definition Product Ideation  
Go-to-market strategy Competitive Landscape  
Prioritisation Product Strategy Validation  
Business De-risking Experimentation

### Design

UX/UI Design Ideation Wireframing  
Conceptualisation User flows  
Design library systems Data visualisation  
Design Strategy

### Research

User research Personas User journey maps  
Story mapping Experimentation Crafting  
Usability testing Workshop facilitation  
Information architecture CX blueprinting

## Education

2011 - 2016 University of New South Wales  
Industrial Design (Hons)

2016 - 2018 University of Sydney  
Masters of Interaction Design  
and Electronic Arts

## Interests

