

ELIF TUNA

Product Designer

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INTRODUCTION

Architect-turned-Product Designer, specializing in complex system design and compliance-driven interfaces. 10 years of experience transforming technical requirements into user-friendly solutions, with expertise in establishing design processes, conducting strategic research, and delivering enterprise-level digital products.

EXPERIENCE

Product Designer

Remote, Rheinbach, Germany

fliquas GmbH

2024 - 2025

<https://www.fliquas.de/>

A white-label SaaS B2C application that helps digitize and manage infrastructure projects. It offers customizable modules for user management, messaging, task tracking, surveys, courses and more.

- Led complete design process from concept to production, including competitor research and implementation strategy, enabling faster delivery of product milestones
- Established design system as founding designer, creating standardized workflows that enabled consistent handoffs between design and development teams
- Sketched detailed wireframes to map out the app's structure, complete user journeys for all the tasks and flow with minimal steps for key actions
- Presented responsive layouts for mobile and desktop, incorporating micro-interactions to enhance usability and accessibility
- Integrated AI-powered features (automation, voice commands) that reduced manual effort and increased adoption

Product Designer

Remote, Delaware, United States

Quot Health

2024 - Present

<https://www.quothealth.com/>

Quot Health operates as a B2B platform, partnering with providers, insurers, and corporate clients to deliver real-time pricing, insurance discovery, and verification services.

- Designed HEDIS-compliant (Healthcare Effectiveness Data and Information Set) preventive care pathways that aligned user experience goals with healthcare regulatory requirements, enabling market expansion
- Created interactive prototypes that successfully demonstrated product value in client presentations, directly influencing decisions

Product Designer

Remote, Istanbul, Turkey

Rapidsol

2023 - 2024

www.rapidsol.com.tr/rapidss/

Rapidsol is a company that provides SAP HR consultancy and digital HR management solutions to international and local companies.

- Designed RapidSS Web resulting in successful acquisition of new enterprise client, directly contributing to business growth
- Created mobile app design extending web platform capabilities, establishing company's first mobile presence
- By redesigning SAP (Fiori) products to enhance productivity and usability, I achieved to reduce the number of steps and time required to complete tasks, minimizing the cognitive load on users. My design reduced task completion time from 2 minutes to under 1 minute
- Complete lifecycle of product design, including user research, wireframing, prototyping, and final UI design
- Led complete product design lifecycle including post-launch user testing and iterative design improvements, optimizing user experience based on live user feedback

Product Designer

Istanbul, Turkey

Electroop

2022 - 2023

electroop.io/

Electroop is a SaaS e-mobility platform (B2B, B2B2C) that helps charging point operators (CPOs) and e-mobility service providers manage, monitor, and optimize EV charging stations.

- Led UX testing for OTOJET mobile app, identifying and resolving critical usability issues
- Coordinated design handoffs to front-end team and provided ongoing UI guidance, ensuring the design vision was maintained
- Developed a solar-powered EV charging station design concept that supported business development strategy, enabling company to pitch innovative charging solutions to industry operators

Architect

Istanbul, Turkey

2015 - 2022

- ERA Construction: Responsible for all construction drawings, product drawings, detail designs, as-built and shop drawings
- Ensuring the manufacturing process of the products run smoothly
- Manhal Habbobi Consultants: Responsible for construction drawings, project coordination, building information modeling, documentation, conceptual design work, design specification for materials and implementation details
- Istanbul Airport Project: Terminal Building Planning, PD I, PD II (Total Built-up Area: 1,300,000 m²), BIM modeling and floor planning for main terminal, contributing to on-time delivery

Illustrator

Location

2012 - Present

- Book covers & story telling, gig posters, album covers using traditional and digital media
- Basic animation, stop-motion

EDUCATION

Bachelor's Degree in Architecture

Istanbul, Turkey

Istanbul Technical University

2007 - 2015

SKILLS

Figma, User Research, AB Testing, JIRA, Agile Methodology, AI (Artificial Intelligence), Adobe Illustrator, UX Research, User Testing, Adobe InDesign, Wireframes, Prototyping, Design Thinking, Color Theory and Typography, CSS (Basic), IxD, Atlassian, Adobe CC

LANGUAGES

English (C2)

IELTS Academic (8.0/9.0)

Turkish (Native)

CERTIFICATION

Membership

Interaction Design Foundation

Artificial Intelligence for Designers

Interactive Design Foundation

INTERESTS

Music

Guitar player and songwriter

Illustration