



# Abdullah Aydeniz

Sr. Product Designer - Design System Lead

+90543 642 3152  
aydenizdesign@gmail.com  
Ankara, Turkey

[Linkedin](#)

## About me

I'm a seasoned product designer with ten years of experience. From launching successful startups during my university years to leading product design in aviation, finance, gaming, music and e-commerce, my career has been marked by innovative, user-centric solutions that impact industries and enhance user experiences.

## Experience

### Sr. Product Designer · Design System Lead · Getir

January 2024 - Present

As the Design System Lead at Getir, I spearhead the development and management of design systems for Getir, Freshdirect, and Gorillas. My responsibilities include:

- Leading a cross-functional team in the creation and maintenance of comprehensive design systems to ensure consistency across all platforms.
- Collaborating closely with designers, developers, and product managers to identify and address design system needs.
- Developing reusable components and design patterns to streamline the UI/UX development process.
- Establishing and enforcing design guidelines and best practices to maintain brand consistency and enhance user experience.
- Building a robust framework tailored specifically for Getir to optimize design system implementation and scalability.

Key Projects:

- Courrier Application & Gamification
- Slotted Delivery
- Atlas Framework & Documentation
- GetirFood Restaurant Panels
- Redesign of Freshdirect
- Redesign of Gorillas

This experience has allowed me to demonstrate strong leadership skills, strategic thinking, and a deep understanding of design principles and development frameworks.

### Product Design Team Lead · Gözen Digital Aviation

August 2023 - January 2024

- Led and managed a team of product designers, providing guidance, mentorship, and oversight to ensure the successful delivery of design projects.
- Spearheaded the development and implementation of a comprehensive design system, enhancing consistency and usability across all digital products and platforms.
- Conducted user research, usability testing, and gathered feedback to iteratively improve product designs and optimize user flows.
- Started to contributing to the growth of the design team by participating in hiring, onboarding, and training of candidate designers.

### Sr. Product Designer · Gözen Digital Aviation

September 2021 - August 2023

GÖZEN HOLDING is a group of companies, active in the field of airlines, representation, surveillance, fuel, controlling, brokerage, security and training in the aviation industry.

- Collaborated with cross-functional teams to create user-centered design solutions for various digital products in the aviation industry.
- Designed and maintained a scalable design system, ensuring visual consistency and efficiency in design and development processes.
- Led the UX/UI design of SAAS applications, web platforms, and mobile applications, from concept to launch.
- Conducted user research and usability testing to gather insights and refine design concepts.
- Worked closely with product managers to define product requirements and prioritize feature development.
- Presented design concepts and prototypes to stakeholders, gathering feedback and incorporating improvements.

### Product Design Instructor/Streamer · Twitch

May 2021 - Present

This endeavor serves as both a hobby and a mentorship opportunity, where I have the privilege of sharing my expertise and fostering the growth of aspiring designers within my viewership.

### Sr. Product Designer · Phitime

December 2020 - September 2021

- Led the UI/UX design and conducted comprehensive field research for the iOkul Eğitim and iOkul Servis mobile applications, ensuring an optimal user experience for a diverse target audience.
- Recognizing the complexity of the mobile applications and the need for user guidance, I created a series of instructional guide videos, each dedicated to specific modules. These videos served as invaluable resources for users, enhancing their understanding and interaction with the applications.

### Product Designer · Anonimya

January 2015 - December 2020

- Played pivotal roles in the design and development of a diverse portfolio of 15+ mobile applications, 1 concept application, and four website projects.

Key Projects Include:

- MEİS (Milli Eğitim İletişim Sistemi): Contributed to the user interface and experience design of an important educational communication system.
- Denizbank Navi: Provided UI/UX design expertise for the Denizbank Navi application, enhancing the user journey for banking customers.
- Radiobox: Collaborated on the design of Radiobox, delivering an immersive audio experience through intuitive interfaces.
- Luxeva (IoT Isıtıcı): Designed interfaces for the Luxeva IoT heating system, ensuring user-friendly control and management.

## Education

### Public Relations & Advertisement

2015 - 2019 · Selcuk University

## Portfolio Links

[→ Behance](#)

[→ Dribbble](#)

[→ Linktree](#)

## Tools/Technologies

Figma

Adobe XD

Framer

Design System

Wireframing

Prototyping

Premier

After Effects

Photoshop

Bootstrap 3/4

HTML5

CSS3

JS

## Languages

English (Advanced)

Turkish (Native)