

Ozan Türkoğlu

Senior Product Designer

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SUMMARY

Senior product designer with 16 years across brand, art direction and digital product, including 8 years leading design and product teams. Owns end-to-end product design — discovery research and product strategy through interaction design, design systems and accessible, shipped interfaces — with 40+ products delivered across fintech, payments, cashback, Web3 and gaming, many from 0-to-1, including an ecosystem that grew to 2M+ users. Works in the codebase as well as in Figma, and leads usability, accessibility and QA testing with real users across every release. WCAG 2.1 AA within European Accessibility Act scope; economics background applied to regulated payments and e-money work.

EXPERIENCE

DecentraHubs — Co-Founder & Head of Product

Ankara, Türkiye · 2024 – Present

- Won and delivered **20+ client products from 0-to-1** across fintech, payments, cashback, logistics and partner-network platforms by owning discovery research through shipped UI and leading the development team as product manager.
- Grew **ePOINT**, a live EU cashback ecosystem, to **2,000+ users in its first three months** by shipping a v2.0 redesign across iOS, Android, B2B dealer workflows and a back-office console on a token-driven design system audited to WCAG 2.1 AA (European Accessibility Act scope).
- Brought **225 screens across 30 modules** under a single **164-token** design system by reverse-engineering the live BestPrime codebase into the first designed spec for its B2B admin console, then shipped the App Store and Google Play launch kit.
- Led **20+ multi-disciplinary release cycles with test teams of 10–12** — usability testing with real users, functional QA, code review, stress testing and accessibility audits — closing defects, usability issues and security vulnerabilities before every ePOINT and BestPrime ship.
- Eliminated manual smoke testing and caught **285 defects pre-release** by building an automated design-QA and UI-regression system of **253 tests across 4 repositories**.
- Own product design across **DecentraPay** (white-label stablecoin payments, 50+ web screens), **Kambiyom** (FX marketplace), **EasyLogi** (logistics) and **EarnTogether / SaveInvest**.

Edu3Labs — Head of Product & Art

Remote · 2023 – 2025

- Scaled a Web3 education ecosystem to **2M+ users and a token listing on 2 global exchanges** by leading product and design and directing cross-functional teams of 5–6 through discovery, delivery and launch.
- Shipped **10+ core products and 20+ internal tools** from concept to release — learner-facing app, creator tooling, token-based course ownership — by running discovery research ahead of each build and setting the design quality bar across the portfolio.
- Standardised component usage and design handoff across **30+ products and surfaces** by building the design system and brand system adopted by the app, marketing and ecosystem partners. Continue as brand and UI/UX advisor.

Papel — Senior Product Designer

Dubai, UAE (hybrid) · 2024

- Delivered a new **payment solutions application 0-to-1** at a licensed e-money institution, designing **15 product areas** — onboarding, KYC, deposit, withdrawal, transactions and card issuing — in light and dark themes with full loading, error and empty-state coverage.
- Aligned engineering, compliance and business stakeholders on a single design direction by translating payment-operations and regulatory requirements — KYC, authentication, card issuing, deposit and withdrawal — into scoped, shippable specifications.
- Recruited into the group's parent company on the strength of the Hepbit Exchange launch.

Hepbit Exchange — Brand Manager

Istanbul, Türkiye · 2024

- Launched a crypto exchange **0-to-1** by designing **385 development-ready screens across 23 flows** — sign-up, KYC, 2FA, wallet, buy/sell, trading view, referrals — and building the product's first design system.
- Established the exchange's brand pre-launch: corporate identity, visual system and campaign direction.

Noble Games — Senior Product Designer

2022 – 2023

- Owned player-facing design for **2 game titles** from concept to pre-launch build as product designer and creative lead, covering onboarding, progression, in-game economy and live-ops surfaces.
- Directed the creative team through concept, art direction and production, running design review and standardising handoff to game engineering.
- Unified UI across **both titles** by building and maintaining a shared component library and interaction pattern set.

Markör Brand Agency — Art Director

Ankara, Türkiye · 2010 – 2022

- Advanced through **5 promotions in 12 years** to Art Director, leading creative teams of **6–7** on national brand accounts and reviewing work across the studio.
- Directed brand identity, website and campaign design for **40+ client accounts** from brief through production — including **Jandarma (Turkish Gendarmerie)**, **Lazzoni** and **Kocatepe Kahve Evi**.
- Progression: Art Director (2018–2022) · Senior Graphic Design Specialist (2017–2018) · Graphic Design Specialist (2015–2017) · Graphic Designer (2012–2015) · Graphic Design Intern (2011–2012) · Social Media Content Creator (2010–2011)

VENTURES

- **Memesis World** — Co-Founder, Product. Telegram mini-app loyalty ecosystem; designed the **AI coach** experience — conversational guidance surfaced inside the loyalty flow — alongside tasks, referrals, leaderboards and partner tools.

SKILLS

Product: Product strategy, Product discovery, Discovery research, Competitive analysis, Requirements definition, Roadmapping, Agile / Scrum, Sprint planning, Stakeholder alignment, Cross-functional leadership, Product documentation, Jira, Trello

Design: Figma, FigJam, User research, Usability testing, Information architecture, User flows, Wireframing, Prototyping, Interaction design, Design systems, Design tokens, Component libraries, Mobile app design (iOS / Android), B2B SaaS and back-office design, Responsive design, Accessibility audits (WCAG 2.1 AA, European Accessibility Act), Design handoff, Design critique, Release QA, Art direction, Brand systems

AI & Engineering: AI product UX (conversational and prompt-driven interfaces), Claude Code, AI-assisted prototyping, React Native, Next.js, Tailwind CSS, REST APIs, Git, Maestro (automated UI testing), Design QA and visual regression

EDUCATION

Bachelor's Degree, Economics — Çankaya University · Ankara, Türkiye · 2010 – 2016

LANGUAGES

Turkish (native) · English (professional working proficiency)