

Nuriye Sultan Kostak

Senior Product Designer

Istanbul, Turkey · nuriyesukostak@gmail.com · +90 541 231 82 12 · [LinkedIn](#) · [Portfolio](#)

PROFILE

Senior Product Designer with 8+ years of experience specializing in mobile-first, B2C and consumer-facing products across travel, healthcare and e-commerce. Proven track record of leading small design teams embedded within product squads, building scalable design systems, and driving measurable outcomes, including a 50% increase in payment success, 22x CRO returns, and +55% conversion uplift. Experienced in designing AI-powered product experiences and in adapting established products for new market segments. Works natively within AI-assisted design workflows using Claude, Figma Make and Google Stitch. Open to relocation and remote opportunities.

EXPERIENCE

Senior Product Designer · Hopgogo

May 2026 — Present · Istanbul, Turkey

- Sole designer at an AI-powered travel technology startup, working directly with the founders on product direction, design strategy and delivery.
- Leading a dual mandate: revising the existing multi-city trip planning experience while adapting the product for an entirely new market segment, balancing platform continuity with segment-specific needs.
- Owning the end-to-end booking journey across trip builder, results, package detail and checkout as a mobile-first responsive web experience.
- Designing the interface layer for an AI-driven itinerary optimization engine, translating complex algorithmic output into clear, comparable and trustworthy choices for users.
- Applying CRO principles across the funnel, reducing checkout from five steps to four and relocating upsells to a post-purchase hub to remove friction at the payment step.
- Grounding decisions in qualitative user research and translating findings directly into information architecture and screen-level design decisions.
- Building the design system from scratch in Figma with Tokens Studio, together with developer handoff documentation, as the product is designed.
- Running an AI-assisted design workflow end to end, from briefing and screen generation to critique, iteration and documentation.

Freelance Product Designer · Independent Contractor

Oct 2025 — Apr 2026 · Istanbul, Turkey

- Redesigned end-to-end site UX for an HR services company, improving clarity of service offerings and lead generation flow.
- Designed a conversion-focused website for a US-based trucking company, applying CRO principles to improve lead capture and user trust.
- Personal project / case study: conceptual AI-powered wellness app, full end-to-end UX design including research, information architecture and high-fidelity prototype.

UX/UI Design Lead · HiDoctor

May 2022 — Oct 2025 · Istanbul, Turkey

- Led end-to-end product design across web and mobile within a fast-paced startup environment, embedded in a cross-functional product squad from discovery through implementation QA.
- Managed and mentored a small design team, establishing workflows, quality standards and review processes to improve delivery consistency.
- Increased B2C payment success by ~50% by redesigning the payment flow to reduce friction and improve clarity, directly impacting revenue.
- Built and maintained a scalable design system accelerating design-to-development handoff and ensuring UI consistency across platforms.

- Designed gamification mechanics and AI-assisted product experiences focused on user clarity, trust and engagement.
- Led complex B2B and B2C user journeys including onboarding and monetization workflows, with detailed IA and interactive prototypes.

UX/UI Designer, OTT / Multi-platform · Erlab Technology

Jul 2021 — Apr 2022 · Istanbul, Turkey

- Led UX/UI design for OTT streaming experiences across TV, desktop and mobile platforms.
- Conducted user research and usability testing to validate design decisions and minimize delivery risks.
- Developed user flows, wireframes, high-fidelity UI and interactive prototypes ensuring cross-platform consistency.
- Collaborated with engineering teams to ensure high-quality implementation and smooth release cycles.

UX/UI Designer, CRO / E-commerce · Invesp CRO Consulting

Oct 2020 — Jul 2021 · Chicago, USA · Remote

- Led A/B testing programs achieving a 66% success rate and +55% conversion uplift across 8 months.
- Executed pre-holiday CRO strategy increasing revenue by +17% and delivering 4× ROI within the first week.
- Delivered a CRO initiative yielding 22× return and conversion improvements of +42% desktop and +35% mobile.
- Developed mobile-first design iterations supporting experiments with 20%+ conversion uplift.
- Identified and resolved 55 conversion bottlenecks in donation flows, improving conversion rate by +16%.

Freelance Product Designer · Independent Contractor

Jun 2018 — Sep 2020 · Istanbul, Turkey

- Delivered UX/UI design for e-commerce clients, managing the full process from requirements to implementation.
- Created responsive websites and UI components focused on conversion optimization and brand consistency.
- Collaborated with stakeholders and developers to ensure scope clarity and quality standards.

INTERNSHIPS

Short-term internships in product and UX design fields: Arnica Small Home Appliances, Tasarim Ussu Design Office, Glasst · 2019 · Istanbul, Turkey

EDUCATION

Istanbul Technical University

B.A., Industrial Product Design · Sep 2012 — Jun 2018

CORE SKILLS

Product Design & UX/UI
Design Systems
User Research & Usability Testing
Prototyping & Wireframing
B2B & B2C Product Design
A/B Testing & CRO
Growth & Monetization Flows

AI-Enabled Design Workflows
AI Product Experience Design
Accessibility (WCAG)
Information Architecture
Cross-functional Team Leadership
Agile / Product Squad Collaboration
Design-to-Development Handoff

TOOLS

Figma, FigJam, Figma Make
Tokens Studio, Figma AI features
Claude, ChatGPT, Google Stitch
Sketch, Zeplin

Miro, Notion, Jira
Hotjar, GA4, Microsoft Clarity
FigPii (A/B Testing), Userpilot
Microsoft Office

CERTIFICATIONS

IxDF Master Class Certificates, AI in Product Design (2026)

Human-Centered Design for AI · Conversation Design: Practical Tips for AI Design · How to Elevate the User Experience of AI with Design Patterns · AI for Design Systems: How to Stay Ahead and Lead · Get Ahead in Product Design with AI · The AI Playbook: How to Capitalize on Machine Learning

- Mobile User Experience Design, The Interaction Design Foundation (Aug 2021)
- Digital Psychology & Behavioral Design Training, CXL (Jun 2021)
- User Experience: The Beginner's Guide, The Interaction Design Foundation (Jun 2021)
- Conversion Optimization Mastery, Invesp Academy (May 2021)
- Enterprise Design Thinking Practitioner, IBM Cloud Live Learning (Jun 2020)

LANGUAGES

Turkish (Native) · English (Full Professional Proficiency) · Spanish (Basic)