

Nuriye Sultan Kostak

Senior Product Designer

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Profile

Senior Product Designer with 7+ years of experience specializing in mobile-first, B2C, and consumer-facing products. 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 working in fast-paced startup and agile environments, owning growth, monetization, and onboarding flows from discovery through delivery. Proficient in AI-assisted design workflows including Claude, Google Stitch, and Figma Make. Open to relocation and remote opportunities.

Experience

Freelance Product Designer — Independent Contractor

Oct 2025 — Present · Istanbul, Turkey

- Redesigned end-to-end site UX for an HR services company, improving clarity of service offerings and lead generation flow.
- Designed 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 4x ROI within the first week.
- Delivered a CRO initiative yielding 22x return and conversion improvements of +42% desktop / +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	AI-Enabled Design Workflows
Design Systems	Accessibility (WCAG)
User Research & Usability Testing	Information Architecture
Prototyping & Wireframing	Cross-functional Team Leadership
B2B & B2C Product Design	Agile / Product Squad Collaboration
A/B Testing & CRO	Design-to-Development Handoff

Tools

Figma, FigJam, Figma Make	Miro, Notion, Jira
Hotjar, GA4, Microsoft Clarity	FigPii (A/B Testing), Userpilot
Sketch, Zeplin	Figma AI features
ChatGPT, Claude, Google Stitch	Microsoft Office

Certifications

- 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)