

Nilgün Elif Dokuz

PRODUCT DESIGNER | UX/UI DESIGNER

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PROFESSIONAL PROFILE

Research-led Product Designer with experience shaping accessible mobile and tablet experiences from user context and problem definition through user flows, wireframes, design systems and interactive prototypes in Figma. Currently contributing to Easing Anxieties, a children's healthcare product that uses game-based experiences and 3D modelling to make unfamiliar journeys easier to understand. Earlier experience in qualitative and quantitative research, financial services and visual communication strengthens customer insight, structured decision-making and stakeholder collaboration.

CORE SKILLS

Product Design: product discovery, problem definition, user journeys, user flows, wireframing, high-fidelity UI, interactive prototyping

Research & Testing: interviews, surveys, qualitative and quantitative research, usability testing, customer insight, research analysis and synthesis

Figma & Design Systems: Figma, FigJam, components, variants, auto layout, design tokens and component libraries

Interaction & Visual Design: information architecture, interaction design, responsive UI, mobile app design, visual hierarchy, typography and accessibility awareness

Collaboration: workshop facilitation, stakeholder communication, cross-functional collaboration and design handoff awareness

PROFESSIONAL EXPERIENCE

Easing Anxieties (Charity) | Volunteer Product Designer | 2025-present

- Designing a game-based mobile and tablet experience using 3D modelling to help children understand upcoming healthcare journeys and feel more prepared, with the aim of reducing pre-procedure anxiety.
- Building the product's design system from the ground up, defining reusable components, accessibility standards and visual consistency across the app.
- Leading user flow mapping, information architecture and wireframing in Figma, translating complex healthcare journeys into age-appropriate, reassuring experiences for children.
- Analysing user context and stakeholder input to define product requirements and prioritise features and interactions aligned with user needs and product goals.

AgeSA Life and Pension Inc. | Insurance Manager | 2021-2022

- Analysed customer needs, financial goals and pain points to recommend suitable insurance and pension solutions.
- Managed customer relationships by aligning individual needs with services and business goals, while explaining complex information clearly.
- Collaborated across teams, delivered customer-focused training and gathered post-sale feedback relevant to service improvement and retention.

PROFESSIONAL EXPERIENCE (CONTINUED)

Garanti Life and Pension Inc. | Savings and Assurance Specialist | 2020-2021

- Identified patterns in customer needs, behaviour and financial goals to match individuals with suitable financial products and services.
- Gathered and synthesised customer feedback to support discussions on product, service and workflow improvements.
- Collaborated with internal teams and external partners to strengthen service delivery and improve customer communication.

Altyol Research & Guerilla | Research Assistant Specialist | 2018-2020

- Designed and delivered qualitative and quantitative research studies using interviews, surveys, data analysis and synthesis to investigate customer behaviour for clients including KFC, Molped and Ülker.
- Translated research findings into clear reports and visual presentations to support client and stakeholder decisions on product and brand direction.
- Co-developed a metaphor and storytelling workshop methodology that informed product naming and concept development and was later used as a repeatable research tool within the team.

Techizart Production | Exhibition Coordinator | 2016-2018

- Coordinated new-media art exhibitions across planning, creative communication, layout and audience-centred visual storytelling.

EDUCATION & PROFESSIONAL DEVELOPMENT

UX Design Institute, Dublin | UI Design Professional Certificate | 2024

University of Michigan | User Experience Research and Design Specialization | 2023-2024

Kocaeli University | Labour Economics and Industrial Relations | 2011-2016

Additional training: Innovation Through Design, University of Sydney; Introduction to Typography, California Institute of the Arts; Colour Theory and Image Formats, University of Colorado Boulder; Online Moderation, NUDGE and Mobile Research 101, Turkish Association of Researchers; Storytelling Training, Seiba International Center for Storytelling.

LANGUAGES

Turkish: Native | English: Professional working proficiency