

GULTEKIN IRENGUN

Senior Product Designer | B2B SaaS | Fintech | E-Learning | Complex Systems | +34 637 055 610 | +447789702112 |
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PROFESSIONAL SUMMARY

Senior Product Designer with 15+ years of experience designing and delivering complex, data-heavy B2B SaaS and fintech end-to-end products. Proven ability to lead product discovery, define design hypotheses, and translate user and business needs into scalable solutions. Strong track record improving product retention, shaping product direction with cross-functional teams, and driving measurable outcomes through research, analytics, and iterative design. Experienced in front-end development, design systems, and AI-assisted design practices.

CORE COMPETENCIES

Product & Strategy: Product Discovery • Product Strategy • Design Hypotheses • Outcome-Driven Design • UX Metrics & KPIs • Data-Driven Decision Making • Experimentation & Iteration

Design & Execution: Complex Workflows • Data-Heavy Interfaces • Interaction Design • High-Fidelity Prototyping • Edge Case Handling • Design Systems • Accessibility (WCAG) • Responsive Design

Research & Analytics: Qualitative & Quantitative Research • Usability Testing • Card sorting • Stakeholder Interviews • Affinity Mapping • User Journey Mapping • Product Analytics (Mixpanel, GA)

Collaboration & Leadership: Cross-Functional Leadership • Stakeholder Alignment • Workshop Facilitation • Design Reviews • Agile/Scrum • Mentoring Designers • Influencing Product Direction

Tools & Technology: Figma • FigJam • Miro • Jira • Confluence • Mixpanel • HTML/CSS/SCSS • Angular • NextJS • AI Tools (ChatGPT, Gemini, Figma Make, VO) • Adobe Creative Cloud • Axure • Sketch

PROFESSIONAL EXPERIENCE

Webfleet / Bridgestone (B2B SaaS, Fleet Management)

Senior UX Designer | Barcelona (Remote) | Jan 2022 – Dec 2024

Design of complex SaaS products across mobile and web platforms in telematics and fleet management.

- Led product discovery and design of vehicle maintenance workflows, contributing to monthly increase in subscription, adoption and improved user engagement
- Defined user journeys, interaction models, and high-fidelity prototypes for data-heavy operational tools used by fleet managers
- Partnered with product managers and engineers to shape product direction, balance trade-offs, and deliver scalable solutions
- Introduced and scaled a design system in Figma, improving consistency, efficiency, and cross-team collaboration
- Implemented product analytics (Mixpanel) to define UX success metrics and inform iterative design decisions
- Conducted qualitative and quantitative research, synthesizing insights into actionable product improvements
- Facilitated design reviews and cross-functional workshops to align stakeholders and raise design quality standards

Themis (Fintech / Financial Crime & Identity Verification)

Product Designer | London (Remote) | May 2021 – Oct 2021

Designed and launched MVP for a financial crime risk management and identity verification platform.

- Led the first remote design sprint using Miro platform entirely, to define the product problem statement and MVP user requirements
- Conducted user interviews and usability testing with domain experts to validate design hypotheses

- Autonomously performed end-to-end product design from discovery to delivery for KYC solutions
- Collaborated closely with engineering to deliver production-ready solutions using HTML/SCSS.
- Contributed to the **awards of Series B certification and fintech innovation**

Zasteo (Fintech / Payments)

Product Designer | London (Remote) | Dec 2019 – Jan 2021

Designed mobile-first fintech product focused on shared payments and financial interactions.

- Improved core payment workflows, increasing usability and reducing friction in shared transactions
- Designed interaction models and dynamic UI features to enhance user engagement and clarity
- Created interactive animated prototypes for user feedback and interactive design process

Arkessa (IoT Connectivity Platform, B2B SaaS)

Product Designer / UI Developer | Bishops's Stortford, UK | Aug 2015 – Sept 2019

Redesigned complex SaaS platform used for managing connectivity across IoT and enterprise systems.

- Led end-to-end redesign across multiple product releases, improving usability of complex system workflows with **60% of reduction in task completion times**.
- Conducted stakeholder interviews and usability research to define problem spaces and inform product strategy
- Designed scalable components and contributed to front-end implementation (Angular, SCSS)
- Facilitated collaborative design sessions and championed user-centred design across the organisation
- **Reduced platform related support tickets by 99%** with redesign and increased valuation of the company during acquisition

EARLIER EXPERIENCE

6 years in E-learning and Ed tech as Interaction designer & visual artist creating 2D and 3D animations. Includes roles in UX design, front-end development, and interaction design across gaming, and digital platforms, web sites including Firebrand Training and BBC. Additional experience as Lecturer in Interactive Media (London), teaching UX, graphic design, games design, and web technologies.

AI & CONTINUOUS LEARNING

Certificates awarded: AI for Designers (IxDF, 2025) | Accessibility Certification (IxDF, 2025) | User Research (IxDF, 2025) | Service Design (IxDF, 2025) | Creating Intuitive Products by Imitating Physicality (IxDF, 2026)

Applied AI tools (ChatGPT, Gemini, Figma Make, VO) to support ideation, prototyping, and workflow automation.

EDUCATION

MA Interactive Media – University of the Arts London

BA English Language & Literature – Hacettepe University

LANGUAGES

English (Advanced/Native) • Turkish (Native) • Spanish (Intermediate)