



Budapest, Hungary
+36 30 072-2583 kook.merve@gmail.com | Eligible to work in EU

Merve Koók, Product Designer

As a UX/UI specialist with a focus on designing clean and functional projects, I have a proven track record of creating unique solutions for various platforms and devices.

Experience

Product Designer, Genesys

Jul 2023 - Present

- Designed intuitive and user-centred experiences for a global customer base, focusing on enhancing product usability and visual appeal.
- Conducted user research and collaborated with cross-functional teams to deliver solutions aligned with user needs and business goals.
- Created wireframes, prototypes, and hi-fi UI designs in Figma to support product development and streamline design processes.
- Regularly presented design concepts to stakeholders and led design critiques to ensure quality and alignment within the team.
- Actively contributed to the improvement of the design systems and documentation to maintain consistency and efficiency across projects.
- Recognised with 2 All-Star Awards in my first year for exceptional performance and contribution to team success.

Product Designer, UPSY

Mar 2022 - May 2023

- Successfully designed an AI-based shopping helper widget that improved the overall user experience.
- Implemented customer feedback to redesign the widget, customer dashboard, and marketing website, resulting in a significant increase in average usage (from 4% to 13.38%) within 7 days.

Product Designer, CyberBox

Jan 2022 - December 2022

- Led the product and system design for a complex NFT market product, resulting in the design of the dashboard and marketing website.
- Achieved +1200 active users within 3 months of launch.

Product Designer, Telesmart

Jan 2021 - Mar 2021

- Led branding, system design, user flow and UI/UX design for Telesmart resulting in the design of both customer and admin dashboards and marketing website.
- Telesmart product awarded as Best Voice/UCaaS Service Innovation by Global Carrier Awards in 2021

Product Designer, SmartTelco IT House

Jan 2020 - Sep 2022

- Worked with 8 developers to provide integrated design solutions for SaaS / CPaaS services for Europe and US clients.
- Successfully designed, prototyped and handed off 5 products related to telecommunication and online betting.

Volunteering

Mentor, ADPList

Mar 2024 - Present

- Mentored over 80+ aspiring designers, providing guidance in areas such as portfolio reviews, Figma essentials, project planning, and critical thinking for design challenges.
- Shared practical tips on refining problem-solving skills, navigating design challenges, and overcoming career obstacles through encouragement and motivation.
- Conducted 1-1 sessions covering essential topics like presenting design work effectively and planning for impactful design projects.
- Initiated and organized the first-ever ADPList Meetup in Budapest, successfully hosting 2 workshops to foster a local community of designers and support their professional growth, with more upcoming events in the pipeline.

Education

Budapest Business School

Marketing and Commerce, Sep 2020 - May 2023

Akdeniz University

Mathematics, Sep 2010 - May 2016

Languages

English: C1 | Turkish: C2 | Hungarian: A2

Skills

Figma | Sketch | Miro | Maze | Whimsical | Wordpress | Webflow

