



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

Merve Koók, Senior Product Designer

Senior UX Designer with 7+ years across SaaS, B2B, AI, and Web3. I turn complex problems into clean, intuitive experiences, and mentor emerging designers to do the same.

Experience

Senior Product Designer, Zenitech

Oct 2025 - Present - Hybrid / Budapest

- Designing end-to-end UX for enterprise and internal tooling, collaborating closely with engineering and product to ship high-quality solutions in Finance, Health and various domains.
- Contributing to the design system and documentation to ensure consistency and scalability across squads.
- Leading discovery and problem framing, translating complex business requirements into clear, actionable design directions.

Product Designer, Genesys

Jul 2023 - Oct 2025 - Hybrid / Budapest

- Designed intuitive, user-centred experiences for a global customer base, focusing on usability and visual clarity across a multi-channel support platform.
- Led discovery initiatives including in-depth agent research, uncovering workflow pain points that shaped the product roadmap.
- Collaborated with cross-functional teams in an Agile environment, regularly presenting concepts to stakeholders and leading design critiques.
- Actively contributed to the design system and documentation to improve speed and consistency across squads.
- 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 - Remote

- Successfully redesigned an AI-based shopping assistant widget, customer dashboard, and marketing website based on customer feedback and usage data.
- Drove average widget usage from 4% to 13.38% within 7 days of shipping the redesigned experience.

Product Designer, CyberBox

Jan 2022 - December 2022 - Remote

- Led product and system design for a complex NFT analytics platform, delivering the dashboard and marketing website from 0 to 1.
- Achieved 1,200+ active users within 3 months of launch.

Product Designer, Telesmart

Jan 2021 - Mar 2021 - Remote

- Led branding, system design, user flows, and UI/UX for both customer and admin dashboards and marketing website.
- Product awarded Best Voice/UCaaS Service Innovation by Global Carrier Awards 2021.

Product Designer, SmartTelco IT House

Jan 2020 - Sep 2022 - Remote

- Worked with a team of 8 developers to deliver integrated design solutions for SaaS/CPaaS services for European and US clients.
- Successfully designed, prototyped, and handed off 5 products in telecommunication and online betting.

Volunteering

Mentor, ADPList

Mar 2024 - Present - Top 1% Mentor Recognition

- Mentored 80+ aspiring designers across portfolio reviews, Figma essentials, project planning, and critical thinking for design challenges.
- Conducted 100+ individual 1-1 sessions covering presenting design work effectively, career planning, and navigating real-world design challenges.
- Initiated the **Budapest UX Meetup** community, hosting in-person UX workshops and monthly meetups to grow the local design community since 2024.

Founder & Mentor, UX Quest

Apr 2025 - Present

- Runs a structured paid mentorship programme for junior and mid-level UX designers, covering career growth, portfolio development, and design craft.

Education

Budapest Business School

Marketing and Commerce, Sep 2020 - May 2023

Stipendium Hungaricum Scholarship Holder

Thesis: In-depth analysis on the relationship between customer satisfaction and mobile application UX design for market-leading grocery stores in Hungary

Akdeniz University

Mathematics, Sep 2010 - May 2016

Languages

English: C1 | Turkish: C2 | Hungarian: A2

Skills

Figma | Sketch | Miro | Maze | Confluence | Wordpress | Jira

