

Merve Kook

Senior Product Designer

Budapest, Hungary | Eligible to work in the EU | kook.merve@gmail.com

Portfolio: mervekook.com | LinkedIn: linkedin.com/in/merve-kook

Senior Product Designer with 7+ years designing data-heavy dashboards and AI-integrated B2B products across fintech, healthcare, and SaaS. Proven track record of reducing operational risk, driving measurable adoption gains, and leading discovery and stakeholder alignment for complex enterprise tooling.

EXPERIENCE

Senior Product Designer, Zenitech

October 2025 - Present | Hybrid, Budapest

- Lead end-to-end UX for enterprise clients across finance and healthcare, partnering directly with engineering, product, and client stakeholders on high-stakes B2B platforms.
- Designed a document management system from scratch for an international investment bank, digitizing a paper-heavy process and streamlining complex data-matching workflows to eliminate unnecessary manual work.
- Led design for an internal financial reporting platform serving a 10-15 person actuary team across 300 client groups, eliminating all direct production-database edits and establishing a full audit trail on 100% of financial adjustments.
- Owned the authorization experience across desktop and mobile for a healthcare-adjacent membership platform, managing a demanding client relationship while designing a consistent, trustworthy verification flow across both platforms.
- Conducted accessibility testing with blind users on a healthcare-adjacent client platform, strengthening inclusive design practice across the team.
- Lead discovery and problem framing across cross-functional stakeholders, translating ambiguous business requirements into clear, actionable design direction; contribute to and extend the organization's design system and documentation.

Product Designer, Genesys

July 2023 - October 2025 | Hybrid, Budapest

- Designed user-centered experiences for a global customer base on a multi-channel support platform, improving usability and visual clarity for agents handling high support volumes.
- Led discovery initiatives including in-depth agent research, uncovering workflow pain points that directly shaped the product roadmap.
- Collaborated cross-functionally in an Agile environment, presenting concepts to stakeholders and leading design critiques to drive alignment across squads.
- Contributed to the design system and documentation, improving consistency and delivery speed across squads.
- Recognized with 2 All-Star Awards in first year for exceptional performance and contribution to team success.

Product Designer, UPSY

March 2022 - May 2023 | Remote

- Redesigned an AI-based shopping assistant widget, customer dashboard, and marketing website based on customer feedback and usage data.
- Increased average widget usage from 4% to 13.38% (a 3.3x improvement) within 7 days of shipping the redesigned experience.

Product Designer, CyberBox

January 2022 - December 2022 | Remote

- Led product and system design for an 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

January 2021 - March 2021 | Remote

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

Product Designer, SmartTelco IT House

January 2020 - September 2022 | Remote

- Partnered with a team of 8 developers to deliver integrated design solutions for SaaS/CPaaS services across European and US clients.
- Designed, prototyped, and led handoff for 5 products across telecommunications and online betting domains.

VOLUNTEERING & MENTORSHIP

Mentor, ADPList

March 2024 - Present | Top 1% Mentor Recognition

- Mentored 80+ aspiring designers on portfolio reviews, Figma fundamentals, project planning, and design critical thinking.
- Conducted 100+ individual 1:1 sessions on presenting design work, career planning, and navigating real-world design challenges.
- Founded the Budapest UX Meetup, organizing in-person workshops and monthly meetups that have grown the local design community since 2024.

Founder & Mentor, UX Quest

April 2025 - Present

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

EDUCATION

Marketing and Commerce, Budapest Business School

September 2020 - May 2023 | Stipendium Hungaricum Scholarship Holder

- Thesis: analysis of the relationship between customer satisfaction and mobile application UX design for market-leading grocery retailers in Hungary.

Mathematics, Akdeniz University

September 2010 - May 2016

SKILLS & POSITIONING KEYWORDS

Design & Strategy: Data-Heavy Dashboards, AI-Integrated Product Design, B2B/B2C Enterprise UX, Design Systems, Stakeholder Management, Cross-Functional Collaboration, Discovery & Problem Framing, Accessibility (WCAG)

Tools: Figma, Sketch, Miro, Maze, Confluence, Jira, Wordpress

Languages: English (C1), Turkish (C2), Hungarian (A2)