

# Zeynep Demirezer

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## SUMMARY

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Senior Product Designer with 3+ years leading end to end web experiences from research through production handoff. Expert in Figma design systems, responsive websites, information architecture, and user research synthesis into client ready presentations. Experience delivering consumer facing marketing sites, community platforms, and mobile apps while collaborating with engineering, product, and stakeholders. Focused on accessible, performant design that scales across client projects.

## WORK EXPERIENCE

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### Independent Product Designer

*Product Designer*

**Toronto, ON**

*March 2025 – Ongoing*

- Designed and launched a commercial smart power simulation software marketing website from concept to production using a no code CMS, owning information architecture, responsive UI, interactive forms, and performance optimization for a global engineering audience.
- Led end to end UX research and problem discovery workshops with a power systems technology partner, synthesizing insights into actionable product, design recommendations and client facing presentations.
- Led end to end design of a smart power simulation community and discourse platform, creating scalable UI systems, discussion flows, and design system documentation for consistent cross surface experiences. (Engagement finalized.)
- Designing early stage MVP wireframes, user journeys, and Figma prototypes for an undisclosed private startup, emphasizing clear value propositions, onboarding flows, and intuitive navigation for new users. (Engagement ongoing.)

### Heartbeat Media Solutions Inc.

*UX/UI Designer*

**Toronto, ON**

*April 2024 – February 2025*

- Owned full-cycle UX/UI design for customer analytics platform, from user research and wireframes to high-fidelity prototypes and developer handoff.
- Redesigned OTT streaming platform interfaces using research insights, achieving 5% engagement lift through optimized discovery flows and visual hierarchy.
- Collaborated with engineering to QA visual implementation and maintain design system consistency across dashboards and content surfaces.

### Softtech A.Ş.

*UX/UI Designer (Part-time during education at METU)*

**Ankara, Turkey**

*September 2021 – March 2022*

- Designed complete end-to-end UX/UI for QNB Finansbank Leasing App, creating responsive multi-step workflows and interaction patterns adopted as scalable product templates.
- Partnered cross-functionally to translate complex financial requirements into intuitive mobile experiences with clear visual specifications.

### Arçelik Global (Beko)

*User Experience Design Intern*

**Gebze, Turkey**

*July 2021 – September 2021*

## EDUCATION

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### Seneca Polytechnic

*Interactive Media Design*

**Toronto, ON**

*April 2024*

- Developed foundational skills in UX design, motion graphics, graphic design, web and app development, and business strategies, adding a variety of digital skills to broaden my UX design perspective.

### Middle East Technical University (METU)

*Bachelor of Industrial Design*

**Ankara, Turkey**

*June 2022*

- Graduated in the **top 0.3%** of Turkey's 1.9 million national placement exam candidates. Completed collaborative projects with **HEPER Lighting**, **TOFAS (Stellantis)**, and **Appcent**.

### Myongji University

*Student Exchange Program*

**Seoul, South Korea**

## SKILLS & AWARDS

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**Design & Prototyping:** Figma, Adobe Creative Suite, Webflow CMS, Sketch, Blender, Keyshot

**Development:** HTML, CSS, JavaScript (Basic)

**Methodologies & Collaboration:** User Research, Design Thinking, UX/UI Principles, Prototyping, Agile, Cross-Functional Teamwork, Project Management

**Languages:** English (Fluent/Bilingual), Turkish (Native), French (B1-In Progress)

**Awards:** **First Place** – Gift Product for 50/40 Years of Industrial Design Education at METU