



GİZEM ÇELEBİ, PhD

SENIOR UX DESIGNER

UX Strategy | Systems Thinking | Data-Driven Design

Istanbul, Türkiye

✉ celebimiz@gmail.com 📞 +90 554 627 60 83 in in/gizem-celebi

Portfolio website: <https://gizemcelebi.com/> Password: GCprojectGC01

Senior UX Designer with 10+ years of experience designing complex digital products, SaaS platforms, and enterprise systems at scale. Currently leading end-to-end UX at Mercedes-Benz Tech Türkiye, delivering high-impact products for multi-environment platforms. Specialized in systems thinking, user research, data-driven design decision-making, and scalable UX strategy. Experienced in leading cross-functional Agile teams, facilitating design workshops, and convert user-centric culture across organizations. Proven track record of bridging business strategy and technology through design systems, multi-platform experiences, and research-backed product decisions.

CORE COMPETENCIES

- UX Strategy & Product Thinking
- Systems Thinking & Information Architecture
- Data-Driven Design & Research Synthesis
- User Research (Interviews, Usability Testing, Analysis)
- Complex Workflow & Dashboard Design
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- Design Systems & Component Libraries
- UX Evangelism & User-Centric Culture Building
- Workshop Facilitation & Design Leadership
- Component-Based Design Systems
- Agile / Cross-Functional Collaboration
- SaaS & Enterprise UX | Multi-Platform Design
- Stakeholder Communication & Presentation

TOOLS & TECHNOLOGIES

- **Design & Prototyping:** Figma, FigJam, Miro, Mural, Sketch
- **Development Handoff & PM:** Zeplin, Jira (Agile/Scrum)
- **Creative Suite:** Adobe Illustrator, InDesign, Photoshop
- **AI Tools:** ChatGPT, Microsoft Copilot, Claude, Gemini, Midjourney, DALL·E, Adobe Firefly

EDUCATION

- PhD – Industrial Product Design, Istanbul Technical University (2018 – 2025)
- MSc – Industrial Product Design, Istanbul Technical University (2015 – 2018)
- BSc – Industrial Product Design, Gazi University (2008 – 2012)

EXPERIENCE

Senior UI/UX Designer – Mercedes-Benz Mobility Tech Hub, Türkiye

(2022 – Present)

- Design user-centered digital products aligned with Mercedes-Benz's future mobility and digital service strategy across web and mobile platforms.
- Lead end-to-end UX processes including requirements gathering, stakeholder workshops, scope definition, user research, wireframing, prototyping, and delivery in Agile sprints.
- Facilitate cross-functional design workshops that incorporate business, product, and engineering perspectives, bridging creativity and technology.
- Design SaaS platforms enabling over-the-air (OTA) vehicle updates; drove measurable improvements in operational efficiency and customer satisfaction validated through usability testing.
- Champion data-driven design decisions by synthesizing user research findings, analytics, and A/B test outcomes to guide product iterations.
- Build and maintain the projects' design systems; defining reusable components, patterns, and usability guidelines adopted across multiple product teams.
- Collaborate closely with product managers, engineers, and stakeholders to ensure design feasibility, alignment, and adoption.

Research Assistant – Istanbul Technical University, Türkiye

(2018 – 2022)

- Conducted qualitative and mixed-method UX research focused on smart artifacts and digital interaction; synthesized findings to inform evidence-based design strategies.
- Supported undergraduate and graduate courses in design and visual communication; mentored students in design thinking and research-driven methodologies.
- Published peer-reviewed research on UX, smart product behavior, and design frameworks.

Freelance Product & Pattern Designer – APXPress

(2020 – 2021)

- Designed textile and fashion accessory patterns based on trend research and client requirements for international markets.

Product Design Specialist – YKK Fastening Products Group, Türkiye

(2013 – 2018)

- Designed accessory collections multiple times per year through structured trend analysis, market research, and cross-cultural stakeholder collaboration.
- Collaborated with global customers across multiple cultures and geographies to translate functional and aesthetic requirements into producible designs.
- Developed products for denim, leather, activewear, and sustainability-focused segments.

ACADEMIC PUBLICATIONS

- Conception of Smartness: A Design Research on User Experience of Smart Artifacts – Human Behavior and Emerging Technologies, 2024
- Design(ing) Fiction in the Studio – International Journal of Technology and Design Education, 2024
- A Framework Towards Understanding the Performativity of Products – diid, 2022
- Re-defining Domestic Craft-Making – PIVOT Conference, 2020

LANGUAGES

- Turkish – Native English – C1 (Advanced) German – B1