



# GİZEM ÇELEBİ, PhD

SENIOR UX DESIGNER | UX Strategy | Systems Thinking

Istanbul, Türkiye

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Senior UX Designer with 10+ years of experience designing complex digital products, management systems, and decision-support interfaces. Specialized in systems thinking, user research, and scalable UX strategy for multi-environment platforms. Proven ability to translate user insights, business constraints, and technical requirements into intuitive, high-impact product experiences. Experienced in end-to-end design processes, cross-functional collaboration, and academic teaching in design research and product design.

## CORE COMPETENCIES

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- UX Strategy & Product Thinking
- Systems Thinking & Information Architecture
- User Research (Interviews, Usability Testing, Analysis)
- Complex Workflow & Dashboard Design
- SaaS & Enterprise UX
- Design Systems & Component Libraries
- Stakeholder & Developer Collaboration
- Research-Driven Design Decision Making

## TOOLS

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- Figma, FigJam
- Zeplin, Jira
- Adobe Illustrator, Indesign, Photoshop
- Sketch, Mural

## AI TOOLS

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- Large Language Models (LLMs): ChatGPT, Microsoft Copilot, Claude, Gemini
- UX & Research Assistance: AI-supported research synthesis, persona creation, UX writing, ideation
- Visual Creation & Concepting: Midjourney, DALL-E, Adobe Firefly
- Design Productivity: AI-assisted design exploration, rapid prototyping, component ideation

## EDUCATION

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- 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

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### 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.
- Lead end-to-end UX processes including requirements gathering, scope definition, research, wireframing, prototyping, and delivery.
- Design SaaS platforms enabling over-the-air (OTA) vehicle updates, improving operational efficiency and customer satisfaction.
- Design internal products such as WIW (Who-Is-Who) and EOD (Employee-Organization Data) systems.
- Contribute to the company's design system by defining components, patterns, and usability guidelines.
- Collaborate with product managers, engineers, and stakeholders to ensure feasibility and adoption.

### Research Assistant – Istanbul Technical University, Türkiye (2018 – 2022)

- Conducted qualitative and mixed-method UX research focused on smart artifacts and digital interaction.
- Supported undergraduate and graduate courses in design and visual communication.
- Mentored students in design thinking and research-driven methodologies.

### Freelance Product & Pattern Designer – APXPress (2020 – 2021)

- Designed textile and fashion accessory patterns based on trend research and client requirements.
- Delivered customized designs for leather and denim collections across international markets.

### Product Design Specialist – YKK Fastening Products Group, Türkiye (2013 – 2018)

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

## ACADEMIC PUBLICATIONS

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- 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

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- Turkish – Native
- English – C1
- German – B1