Irem Altunsu

Senior Product Designer · B2C and marketplace products

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PROFILE

Product designer with 8+ years on two-sided marketplaces, digital banking and travel, for products used by 100M+ people across Turkey, Central Asia and Europe.

I frame ambiguous problems into product direction, prototype early and iterate through research and A/B tests, lead designers and stakeholders through delivery, and build the tools the next team reuses.

On AI, I work both sides: designing AI-powered products and building AI-assisted tools and workflows.

EXPERIENCE

Senior Product Designer · Commencis Jul 2023 — Present

Product consultancy · Clients across digital banking and travel

BANKING AND PAYMENTS

- **Garanti BBVA × Mastercard.** Led the end-to-end redesign of BonusFlaş, the bank's wallet and rewards app (5.5M users), and its team of two designers. Ran four workshops and aligned 30+ stakeholders across Garanti BBVA business units and Mastercard on card applications, card management, payments and rewards campaigns. Grounded the work in a heuristic evaluation, prototyped the key flows in Figma and iterated them through usability tests. The App Store rating rose from 4.3 to 4.8 within a year.
- **ForteBank.** Designing a new premium app for a bank with 1M customers in Kazakhstan, alongside its existing apps, across the dashboard, privileges, payments and an AI concierge. Defining how AI fits into everyday banking through rapid conversational prototypes: a concierge that completes tasks customers used to do manually, with less effort than doing them by hand, and trustworthy enough to act on their money.
- **İş Bankası.** With one other designer, redesigned the bank's public website end to end for 25M retail and business customers, from user interviews to a new information architecture and user flows. As sole designer, redesigned campaigns in the İşCep app (15M users) so customers can find offers, join them easily and track what they earn.
- **OTP Bank.** Shaped the product vision for junior banking at one of Central and Eastern Europe's largest banks: accounts for under-18s and a family hub where parents and children manage money together.

TRAVEL

- **Air Astana.** Owned the web and mobile passenger journey for Kazakhstan's flag carrier (9M passengers a year), from flight search to the next-trip overview.
- **Transavia.** Ran an accessibility audit of the mobile app ahead of the European Accessibility Act, covering colour contrast, content and screen-reader behaviour on iOS and Android. Logged 108 defects, prioritised the fixes with the engineering team and fed them into the app redesign and its design system.

BEYOND CLIENT WORK

- **AI in practice.** Designed and coded AI-assisted tools that streamline everyday design work and that other designers pick up and reuse: a Figma plugin that turns screen colours into bound variables, a skill that turns review feedback into a change log, an AI persona creator and library, and a Claude Code starter kit for animated vision decks that lets teams iterate on motion timing in a single session.
- **Design internship.** Planned and ran Commencis' six-week design internship two years in a row for 14 interns (8, then 6), teaching sessions and leading three other mentors. Two interns were hired full-time.
- **Navigating Design Trade-offs.** Noticed the same stakeholder trade-offs recurring across client projects, researched how to resolve them and built a playbook any project can draw on when they come up, then turned it into a gamified website.

Product Designer · Trendyol Apr 2022 — Jun 2023

Turkey's largest marketplace · 30M users · Owned seller tools and discovery across Trendyol and Dolap

- **Seller tools.** Redesigned the workflows sellers use to enter product details, manage listings and ship orders, giving product information a clear home and making shipment part of everyday selling, so listings go live faster and with fewer errors.

- **Reviews and ratings.** Owned the marketplace's main trust signal end to end: when shoppers are asked to review, how product and seller are rated separately, how reviews rank on product and seller pages, and how sellers see and act on them. Prototyped and A/B-tested the variants, iterated on the results and shipped the best-performing ones.
- **Discovery.** Designed the surfaces that turn intent into repeat visits: curated lists, bestsellers, favourites, price drops and recently viewed items.
- **Dolap acquisition.** Opened new entry points from Trendyol into Dolap, its C2C resale marketplace (10M users), and designed the seller and buyer journeys from first listing to product cards. Adoption grew 8% in three months and listed items 15%.

Product Designer · Hepsiburada Mar 2021 — Apr 2022

Nasdaq-listed e-commerce marketplace · 11M users · Owned seller tools and discovery across web and mobile

- **Social commerce.** Led profiles, wishlists, curated lists and new list formats end to end; redesigned tab navigation through A/B testing and ran heuristic evaluations of the existing screens. User-generated lists grew 42% year on year and click-through from lists rose 34%.
- **Influencer–seller partnerships.** Initiated and led a new product connecting creators and sellers, from discovery interviews to the collaboration workflow and creator dashboard. It opened a new revenue stream and lifted engagement by about 20%.
- **Merchant operations.** Designed the dashboards, transaction summaries and inventory tools sellers run their business with, on web and mobile.

UI/UX Designer · Decathlon May 2018 — Mar 2021

E-commerce · Sole designer for Decathlon Turkey's web and mobile products

- **Mobile app launch.** Designed Decathlon Turkey's first app from 0 to 1 in 12 months, adapting the global brand and design system with colleagues in France and iterating on the first releases with the engineering team.
- **Web conversion.** Improved checkout, search and registration through heuristic evaluation and A/B testing, lifting conversion 5–8% across key flows.

CORE SKILLS

Marketplaces and e-commerce Seller tools, discovery, trust, checkout, conversion, new revenue models

Product craft Rapid prototyping (Figma, code and AI-assisted), interaction design, user flows, information architecture, visual design, design systems and variables, motion, accessibility

Research and testing Discovery interviews, usability tests, heuristic evaluation, A/B tests, hypotheses, analytics

AI products and workflows Conversational and AI-powered products; AI-assisted design workflows, Figma plugins and skills

Design leadership Leading design teams, workshops, stakeholder alignment, trade-offs, cross-functional collaboration with product and engineering, mentoring

EDUCATION

Istanbul Bilgi University 2018
Industrial Design · Service and digital product design

École Nationale Supérieure d'Architecture et de Paysage de Lille 2014
Architecture · Parametric, computational and spatial design

Lycée de Galatasaray 2010
French Baccalaureate

LANGUAGES

Turkish · English · French