

# Özlem Ekinci

## Experience Design & Strategy

### Summary

Fintech-focused UX/Product Designer with over 6 years of experience designing digital banking, mobile payments, and investment products across regulated environments. Proven ability to lead cross-functional teams, scale design systems, and align UX strategies with business KPIs. Passionate about enhancing financial accessibility and crafting seamless user journeys for mobile-first platforms.

### WORK EXPERIENCE

#### UX Designer

**Commencis (10/2020 - PRESENT)**

**Clients:** İş Bankası (İşCep), MetLife

- Core UX team member on Turkey’s top digital banking app (İşCep), contributing to Open Banking, Payments, PFM, and AI bots.
- Reimagined user journeys for seamless onboarding, transaction flows, and personalized investment dashboards.
- Reduced support ticket volume by 10% and increased task completion by 15% via usability enhancements.
- Developed inclusive design approaches for accessibility across digital banking experiences.
- Orchestrated and monitored 5 workshops with 50 participants, including product owners and C-level executives, enhancing team collaboration and goal alignment.
- Launched MetLife Turkey's first mobile insurance platform, improving NPS and digital conversion.
- Collaborated with developers and analysts; led design peer reviews and QA.

#### UX Designer

**Optiser Gozluk (09/2016 - 09/2020)**

- Designed a B2B mobile platform for optical product distribution with integrated inventory logic.
- Built and maintained a component-based design system tailored for scale and cross-device use.
- Conducted structured UX research and implemented findings into rapid design cycles.

#### Product Designer

**Uncharted (09/2013 - 06/2016)**

- Spearheaded research initiatives for Soccket and subsequent products, boosting user engagement by 20%
- Managed the design and validation process for 100 prototypes, ensuring rigorous durability standards

### CONTACT

📍 Istanbul, Turkey (Open to Relocation)  
-Holds Portuguese (EU) Passport)

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🌐 Portfolio: www.ozlemekinci.com

### SKILLS

#### Hard Skills:

- Wireframing & Prototyping
- Human-Centered Design
- Project Management
- Cross-Functional Team Leadership
- Client Consultation
- Workshop Facilitation
- Business KPI Alignment

#### Tools

- Figma
- Sketch
- Adobe XD
- Maze
- Jira

#### Languages

- English (Fluent)
- Italian (Intermediate)
- Turkish (Native)

### EDUCATION

#### General Assembly

User Experience  
Design Immersive  
New York, USA  
09/2017 - 12/2017

#### New York University

Advanced Certificate  
Programme in Ergonomics  
New York City, New York  
01/2014 - 05/2015

#### The University of The Arts

Industrial Design (BS)  
Philadelphia, USA  
09/2009 - 05/2013