

# Resume 2026

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## Murat Alpay

### Senior Product Designer

Istanbul, Türkiye

muratalpay.me

## Summary

Product Designer with 11+ years of experience designing B2B SaaS products, fintech platforms, developer tools, AI applications, and internal systems. Specialized in simplifying complex workflows through UX strategy, design systems, information architecture, and scalable product experiences. Experienced working directly with founders, startups, and remote teams across multiple industries.

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## Experience

### Freelance Product Designer

#### 2023 – Present

Partnered with startups and technology companies across privacy, healthcare, AI, fintech, HR tech, and developer tooling.

Selected clients include Atlas Privacy, Monocloud, Encycle, FAPI, Konverzka, Copyfy, Tunnel.dev, Kyzon Solutions, BookLab, LedgerTeams, and Concrete Playground.

#### Responsibilities

- Led end-to-end product design initiatives from discovery to final delivery.
  - Designed scalable design systems and component libraries.
  - Created user flows, wireframes, prototypes, and high-fidelity interfaces.
  - Collaborated directly with founders, product managers, and engineers.
  - Improved usability and simplified complex product workflows.
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### Product Designer

#### Subliminator

##### 2022

Print-on-demand platform helping entrepreneurs create and sell customized products.

#### Responsibilities

- Conducted product research and UX analysis.
  - Redesigned key areas of the platform using the existing design system.
  - Improved product workflows and overall user experience.
  - Worked closely with stakeholders to define product improvements.
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## Product Designer

### Widelab

2022

Worked as an embedded product designer across multiple client projects.

#### Responsibilities

- Collaborated with startups and product teams on various SaaS products.
  - Designed user experiences, interfaces, and product flows.
  - Contributed to product strategy and design execution.
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## Product Designer

### Artboard Studio

2021 – 2022

Web-based design platform enabling designers and marketers to create mockups, animated presentations, and AI-assisted visual content.

#### Responsibilities

- Led the design of Artboard Studio V2.
  - Designed the product experience, design system, landing pages, and visual identity.
  - Simplified complex workflows for both designers and non-designers.
  - Collaborated closely with founders and engineers throughout the product lifecycle.
  - Built scalable UI foundations supporting future product growth.
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## Freelance Product Designer

### Midas

2021

Digital investment platform providing access to Turkish and US stock markets, cryptocurrencies, and investment funds.

## Responsibilities

- Redesigned website experiences and marketing pages.
  - Improved mobile application user flows and interface design.
  - Focused on usability, onboarding, and product experience improvements.
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## Product Designer

### Teknasyon

2020 – 2021

Worked across multiple products including Desk360, Rockads, and Getcontact.

#### Products

- Desk360
- Rockads
- Getcontact

#### Responsibilities

- Designed new features and product experiences across multiple platforms.
  - Improved interface consistency and usability.
  - Collaborated with cross-functional teams on product strategy and execution.
  - Created scalable UI patterns and reusable components.
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## Freelance Product Designer

2020

Worked with startups and enterprise clients across SaaS and e-commerce.

Selected projects include Superfat, Pinql, SabancıDX, and Story AI.

#### Responsibilities

- Designed product interfaces and user experiences.
  - Delivered MVP concepts and product improvements.
  - Supported early-stage startups with design strategy and execution.
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## Product Designer

### Goodsted

2019 – 2020

Purpose-driven community platform helping individuals and organizations create positive social impact.

### **Responsibilities**

- Designed MVP experiences and product foundations.
  - Created the company's visual identity and branding assets.
  - Improved user experience and platform usability.
  - Supported the product through its early growth stage and fundraising journey.
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## **Product Designer**

### **Adventure Creative**

**2015 – 2019**

Creative agency focused on branding, marketing, and digital experiences.

### **Responsibilities**

- Designed websites, marketing assets, and visual campaigns.
  - Collaborated with developers on digital product experiences.
  - Built foundations in UI, UX, and digital product design.
  - Supported multiple client projects across different industries.
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## **Skills**

### **Product Design**

Product Design, UX Design, UI Design, Interaction Design, User Research, Information Architecture, User Flows, Wireframing, Prototyping, Design Systems

### **Tools**

Figma, FigJam, Cursor, Claude Code, VS Code, Miro, Notion

### **Collaboration**

Product Strategy, Founder Collaboration, Cross-functional Teams, Agile Workflows, Async Communication

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## **Education**

### **Yeditepe University**

**Advertising Design and Communication**

2015 – 2020