

HALİL EREN ÇELİK

Lead Product Designer & Manager | AI Product UX

Istanbul, Türkiye | Remote | Open to Relocation

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PROFESSIONAL SUMMARY

Lead Product Designer and Manager with 12+ years of experience designing end-to-end web and mobile products across B2B SaaS, fintech, retail, e-commerce, telecom, and sports technology. Proven track record leading cross-functional teams of 50+, directing design strategy across 10+ products, and mentoring 5+ designers. Expert in AI Product UX, design systems, and accessibility (WCAG).

CORE COMPETENCIES

Strategy: Product Strategy, Product Discovery, UX Strategy, AI Product Design, User Research, Analytics and A/B

Testing Design: End-to-End Product Design, UX/UI, Interaction Design, Information Architecture, Prototyping, Design

Systems Leadership: Cross-functional Team Leadership, Design Mentorship, Stakeholder Management, Remote Team Management

PROFESSIONAL EXPERIENCE

OBSS Technology, Istanbul, Türkiye - Present

Senior Product Manager - Product Design | Dec 2025

Progressed to Senior PM role while retaining hands-on design ownership across the product portfolio. Direct end-to-end design across 10+ products; lead cross-functional teams of 50+. Designed multi-product design system (100+ components), reducing design-to-engineering handoff time by 30%. Mentor 5 product designers; established design review processes and quality standards.

Lead Product Designer | Mar 2021 - Dec 2025

Managed 2 direct reports across 8+ cross-functional teams. Owned end-to-end UX for HYVE, an internal conversational AI product (web and mobile). Designed and shipped the OBSS Ventures website (\$15M VC fund) using Framer. Improved WCAG accessibility compliance across the portfolio from 65% to 92%.

Senior Product Designer | Dec 2019 - Mar 2021

Led research, definition, and design of digital product experiences across OBSS R&D initiatives as a hands-on Senior Product Designer. Translated product requirements into information architecture, user flows, wireframes, and high-fidelity prototypes. Partnered with product, business, and engineering teams to deliver usable, technically feasible design solutions. Improved existing products by identifying usability issues and refining interaction patterns and interface structures.

SHERPA Experience Design Studio | UX/UI Designer

May 2019 - Nov 2019 • 7 mos

Contributed to UX/UI projects across finance, retail and food delivery: designed Anadolu Hayat Emeklilik interfaces within an established design system; created wireframes and alternative layouts for Decathlon; and adapted Domino's web experiences for consistency and usability.

Migros | Senior Product Designer

Jun 2018 - May 2019 • 1yr

Led UX for Migros Hemen (rapid delivery platform) through engineering-ready delivery, shipping MVP in 8 weeks and achieving an 18% increase in order conversion through structured A/B testing, while another designer owned final UI. Shipped discovery, information architecture, and user flow work across Migros Sanal Market and Macrocenter, and supported Macrocenter's live web-to-app transition through mobile journey optimization and implementation review.

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EXPERIENCE — CONTINUED

Saran Holding · Tuttur.com | Product Designer

Jun 2017 - Jun 2018 • 1 yr 1 mo

Owned the mobile app and mobile web redesign for a sports betting platform (100K+ monthly users) as sole designer, covering critical flows, wireframes, UI, and prototypes. Simplified betting slips, live betting, registration, account, and deposit journeys, reducing support inquiries by 25%. Built a 50+ component design system with full engineering handoff documentation.

Supplementler.com | Product Designer

Aug 2015 - Jun 2017 • 1 yr 11 mos

Sole Product Designer for the company's first tablet and mobile apps, owning discovery, information architecture, flows, wireframes, UI, prototypes, and implementation review through release. Built a responsive design system; mobile transactions grew 35% in the first quarter post-launch.

Tmobtech | UX/UI Designer

Dec 2013 - Oct 2014 • 11 mos

Contributed to the continuous development and improvement of mobile products for Vodafone and DenizBank FastPay by designing interface updates and new features, preparing developer-ready assets and specifications, supporting implementation and testing processes, identifying usability improvements, and collaborating closely with designers, developers, product teams, and clients to deliver high-quality user experiences.

İkipiksel Bilgi Teknolojileri | UX/UI Designer

Aug 2013 - Dec 2013 • 5 mos

Led the end-to-end UX/UI design of corporate and e-commerce websites as the sole designer, translating business requirements into responsive, user-centered experiences. Defined user flows, information architecture, layouts, and visual interfaces, collaborated closely with developers throughout implementation, and continuously refined designs based on client feedback and technical requirements.

Project House / Havas Worldwide | Young Gun Intern

Summers 2011 & 2012 • 6 mos

Completed two internships at Project House Havas Worldwide, contributing to the end-to-end production of digital marketing campaigns for brands including Wella, Nesfit, Tefal, and Unilever by designing digital creatives, adapting campaign assets across multiple formats, ensuring brand consistency, and collaborating with creative teams in a fast-paced agency environment.

EDUCATION

Çanakkale Onsekiz Mart University — BA, Graphic Design | 2009 — 2013

Kaplan International Languages, London — English Language Program | 2023 • 6 months

(continued working remotely for OBSS)

PROFESSIONAL DEVELOPMENT

Exploring the Power of AI in Visual Design | Product Discovery | UX Research | User Psychology | User Experience Design & Usability Training / IIBA® Certified | International Service Design Training | End-to-End Product Management and Experience Design

TOOLS, ANALYTICS & COLLABORATION

Design: Figma | Sketch | Miro | Adobe Illustrator

Product: Jira | Confluence

Analytics: Google Analytics | Amplitude | HubSpot | Hotjar

AI: ChatGPT | Claude Code