

Esin Ozcan

Product Designer

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Education

Le Wagon

Fullstack Development
2019 | Berlin

CareerFoundry

UX Design
2019 | Berlin

Humboldt University of Berlin

MSc Economics & Management
2011 - 2014 | Berlin

Sabanci University

BSc Industrial Engineering
2007 - 2011 | Istanbul

Skills

Design

UX Design, UI Design, Product Strategy & Vision, Prototyping, User Journeys, Information Architecture

UX Research

Usability Testing, Personas, Web Analytics, User Interviews

Experimentation

Data Analysis, A/B Testing & Experimentation

Tools

Figma, Sketch, Adobe CC, InVision, Miro, Hotjar, usertesting.com

Soft Skills

Critical & Analytical Thinking, Adaptability, Communication, Collaboration, Facilitations & workshops, Stakeholder management

Work Experience

UX Designer

mobile.de, part of Adevinta (previously eBay) | July 2021 - Present | Berlin, Germany

- Designed several features across web, Android and iOS that improved the search experience and significantly increased contact rate by 20%.
- Conducted user research to shape vision and next steps of experiments.
- Collaborated with product managers, researchers, engineers, data analysts and a copywriter to improve the search experience of mobile.de.
- Advocated for user-centered design and business decisions, influenced product strategy.

Product Designer (UX/UI), Contractor

Axonista | May - October 2020 | Dublin, Ireland & Remote

- Worked on solving the challenge of creating a shopping experience on various TV platforms for QVC.
- Created user flows, user story maps, low-fi wireframes, mockups on Amazon Fire TV, LG, and Roku. Collaborated with the product owner, lead designer, engineers to refine and iterate.
- Produced and delivered high-fidelity prototypes and presented to the client regularly.

Product Manager - UX & Growth

GetYourGuide | May 2017 - February 2019 | Berlin, Germany

- Led a cross-functional Site Optimisation Team in collaboration with a product designer, front-end engineer and content strategist.
- Contributed to high-level strategic decisions to shape the roadmap with the rest of the product and executive teams.
- Oversaw the product's user experience from conception to launch and drove growth by following user-centered design principles and optimizing the UX and conversion rate.
- Gathered and analyzed data through rapid A/B tests to solve the growth challenges.
- Conducted hands-on user research to analyze user behavior and needs. Identified upcoming iterations. Increased overall conversion rate by 35%.

Product Manager

Lemoncat (acquired by Caterwings) | December 2016 - April 2017 | Berlin, Germany

- Conducted market research, user interviews, and usability tests. Launched the new design of homepage and event form by integrating user feedback. Reduced time spent by Customer Service on phone by 50%.

Product Manager - UX

Zalando Lounge | December 2015 - July 2016 | Berlin, Germany

- Integrated Salesforce Live Chat by partnering with Customer Service and Engineering teams, solved the pain points of replying to users' questions, and reduced the Customer Service's response times by more than 60%.

Product Manager

Rocket Internet | October 2014 - November 2015 | Berlin, Germany

- Prioritized and tracked features for localization & internationalization of 12 countries to meet users' local needs based on market research. Gave user-facing design decisions based on qualitative and quantitative research and increased CR by 20%.