

Ulaş Alyeşil

Senior Product Designer · Mobile & Fintech

Istanbul, Turkey · Open to relocation and remote

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Product designer working across banking experiences, AI interfaces, and design systems. I connect product decisions with detailed interaction design, using SwiftUI and React prototypes to validate behavior with engineering.

EXPERIENCE

Product Designer · GetirFinans

Nov 2025 - Present

- Design mobile banking experiences across AI assistant surfaces, onboarding, FX trading, and card management.
- Led the app-wide color-system migration to primitive and semantic tokens with the core development team in two months, ahead of the standalone app release.
- Designed dark mode and the AI assistant's conversation UI, thinking and streaming states, and interaction system.
- Prototype in SwiftUI and React to communicate behavior and edge cases; produce motion assets for implementation.

Founding Product Designer · WiseCareAI

May 2024 - Aug 2025

- Led a health-insurance product from concept to market-ready: brand, onboarding, core flows, and marketing site.
- Worked with founders and engineers, iterating flows and the demo narrative on feedback from investors and prospective buyers during an acquisition process.

Product Designer & Developer · Freelance

2023 - Present

- Design and build websites and product interfaces; create motion and generative visuals for commissioned work.

Product Designer · Peaka

Sep 2023 - May 2024

- Redesigned core workflows through research and usability testing; co-built a design system with engineering.

Product Designer · Jotform

Oct 2022 - Sep 2023

- Designed the QuickBooks integration to automate invoice and customer creation from form submissions, collaborating with product, research, and engineering.

Earlier: Design Intern, Jotform and Westerops (2022)

SELECTED WORK

GetirFinans AI · Banking answers, next actions, and interaction states

GetirFinans Design System · App-wide dark mode and semantic color foundations

SKILLS

Product and interaction design · Mobile UX · Design systems · Prototyping · Usability testing · Design QA
Figma · SwiftUI · React · TypeScript · Lottie · After Effects · Framer

EDUCATION & LANGUAGES

B.A. Visual Communication Design · Bahçeşehir University · 2017 - 2022

Turkish (native) · English (fluent) · German (A2)