

Selinay Yildirim

Senior Product/ Dijital Designer | Design Systems & Ops Specialist | B2B SaaS

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PROFILE

Product Designer with 6+ years of experience in B2B SaaS, enterprise dashboards, and design systems. I work end-to-end from user research and problem framing through to high-fidelity Figma prototypes and developer handoff. My work is grounded in behavioural data and stakeholder alignment, not assumptions. Based in Amsterdam, open to Senior Product Designer roles hybrid or remote across the Netherlands.

EXPERIENCE

Senior UX Designer | Anoto — Remote (Sweden & USA)

November 2024 – December 2025

- Led end-to-end product discovery for new AI-assisted features: defined problem statements, ran user interviews, synthesised findings into structured design briefs adopted by the full product team
- Mapped user journeys and identified critical drop-off points across 3 onboarding flows; proposed and validated redesigns tracked against completion and retention benchmarks
- Facilitated stakeholder workshops to align on feature priorities; translated ambiguous business requirements into product logic and task flows, adopted in full by the development team
- Designed task-oriented interfaces using advanced Figma variables and logic; maintained a scalable design system that ensured consistency across multiple product surfaces
- Delivered comprehensive design documentation and handoff specs, reducing design-dev back-and-forth by approximately 30% and accelerating sprint velocity
- Used AI tools for research synthesis and rapid prototyping to reduce discovery time by approximately 40%, enabling faster iteration without compromising design quality

Freelance Product Designer | Independent

May 2024 – November 2024

- Delivered UX consulting and design work for clients across SaaS and digital products
- Relocated to Amsterdam; integrated into the Dutch design and product community

UX Designer | Areal AI — San Francisco, Remote

November 2022 – May 2024

- Redesigned operational dashboards for enterprise clients using Hotjar and Google Analytics behavioural data; identified and prioritised the top 5 usability failures driving user drop-off
- Conducted UX audits and moderated usability tests across 4 products; research findings led directly to 2 major feature revisions accepted by senior stakeholders
- Built and maintained a shared Figma component library utilizing design tokens and variables; established consistent UI patterns that accelerated design delivery and developer handoff
- Streamlined design-to-dev handoff within agile sprints by involving engineers earlier in the design process, reducing revision cycles and improving implementation accuracy
- Participated in feature scoping discussions to ensure design constraints and user needs were factored into sprint planning from day one

UI/UX Designer | Treomind — Istanbul, Turkey

May 2019 – November 2022

- Delivered end-to-end design for 5+ internal tools and enterprise dashboards, from discovery and wireframes through to production-ready Figma specs
- Restructured information architecture across multiple data-heavy interfaces, reducing cognitive load for power users and improving task completion in high-frequency workflows
- Introduced WCAG 2.1 accessibility standards into the design process, applied across 3 major product redesigns
- Improved decision visibility for operational users through clearer data hierarchy and interaction patterns, reducing user errors in critical workflows

SKILLS

Discovery & Research: User interviews, usability testing, UX audits, heuristic evaluation, journey mapping, workshop facilitation, problem framing, design briefs

Interaction & UI Design: High-fidelity prototyping, wireframing, user flows, task flows, information architecture, dashboard design, accessibility (WCAG 2.1), interaction design

Design Systems: Component library ownership, Figma Variables & Design Tokens, scalable UI frameworks, System Governance, cross-team consistency, documentation.

Data & Analytics: Google Analytics, Hotjar, Power BI, behavioural analysis, KPI definition, A/B test evaluation, onboarding optimisation

AI in Workflow: AI-assisted research synthesis, prompt-driven iteration, rapid prototyping with AI tools, behavioural pattern analysis

Collaboration & Delivery: Stakeholder workshops, agile and scrum teams, developer handoff, product management partnership, requirement translation, sprint planning

Tools: Figma (Variables, Auto Layout, Dev Mode), Tokens Studio, Framer, FigJam, Miro, Adobe Photoshop, Adobe Illustrator, Google Analytics, Klaviyo, Hotjar, Power BI, HTML, CSS.

EDUCATION

Industrial Design — Atılım University, Ankara, Turkey

CERTIFICATIONS

- IxDF – AI for Designers
- Google – Foundations of User Experience (UX)
- LinkedIn Learning – Using AI in the UX Design Process
- Skillup.co – Digital Marketing Strategy

LANGUAGES

English: C1 Advanced | **Turkish:** Native | **Dutch:** Actively improving