


Gizem Kurangil

Product Design Specialist

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 [Find me at LinkedIn](#)

I am a creative and forward thinking Senior Product Design Specialist, with a knack for transforming bold ideas into user-loved realities. I am all about elevating interactions and fostering communities through delightful designs, by bringing a blend of strategic vision and hands-on full stack design experience with a sprinkle of wild creativity to the table.

Experience

Everest Engineering

Feb 2022 - Present

Senior Product Designer

Clients

Kmart

Impact Obesity

Birchal

Heatseeker

Deeligence

ADHD Link

FrontGate

Shilo People

EQL

Twine

Empowered startup businesses to successfully launch their vision within 7 weeks while de-risking through user-centric and product driven strategies and methods.

Pioneered design culture and agile design methodologies across multidisciplinary teams

Worked extensively with 10+ start up and scale up industries and established lean design practices and go-to-market strategies

Facilitated numerous workshops and seminars to help businesses around product trends.

Hivery

Mar 2020 - Feb 2-22

Senior UX/UI Designer

Helped created designs systems that reduced development effort by 50%

Established a SaaS product strategy within the company that led to 2x the customer growth

Pioneered Machine Learning User Experience culture within the product, utilising design thinking frameworks in building AI .

Foxtel

Mar 2018 - Mar 2020

UX/UI Designer

Designed the 2019 Game of Thrones Campaign that led to an increase in sales for over 1 million customers.

Created a more cohesive browsing experience for Foxtel Now that led to a 20% higher retention rate.

Designed a new Order Summary leading to a cohesive checkout journey, increasing sales by 15%

ROKT

Mar 2016 - Oct 2017

Visual Designer

Helped building the platform UX/UI, ensuring a cohesive and intuitive experience that lead to increase in sign ups and click through rates.

Skills

Strategy

Product Definition

Product Ideation

Go-to-market strategy

Competitive Landscape

Prioritisation

Product Strategy

Validation

Business De-risking

Experimentation

Design

UX/UI Design

Ideation

Wireframing

Conceptualisation

User flows

Design library systems

Data visualisation

Design Strategy

Research

User research

Personas

User journey maps

Story mapping

Experimentation Crafting

Usability testing

Workshop facilitation

Information architecture

CX blueprinting

Education

2011 - 2016 University of New South Wales
Industrial Design (Hons)

2016 - 2018 University of Sydney
Masters of Interaction Design
and Electronic Arts

Interests

