

VOLKAN TEZKAN

Lead / Senior Product Designer & UX Strategist

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PROFESSIONAL SUMMARY

Results-driven **Lead / Senior Product Designer** and **UX Strategist** with 20+ years of multidisciplinary expertise in transforming complex digital challenges into high-converting, user-centric mobile and web products. Track record spans founding a mobile apps studio (10+ shipped apps), leading UX/UI for an AI-powered talent intelligence platform (**CvBorg**), and delivering enterprise fintech/banking solutions for 500,000+ active users at **Intertech**. Proven mastery in building scalable design systems, cognitive UX architecture, rapid MVP execution (0-to-1 in 2-4 weeks), and bridging the gap between product strategy and engineering with clean front-end literacy (React, Swift, Flutter, HTML5/CSS3).

CORE COMPETENCIES & KEYWORDS

Product & UX Design: Product Strategy, User Experience (UX), User Interface (UI), User Research, Information Architecture (IA), Wireframing, Rapid Prototyping, Usability Testing, Cognitive UX, Interaction Design, User Journey Mapping.

Design Systems & Standards: Scalable Design Systems, Component Libraries, Design Tokens, Responsive Design, Accessibility (WCAG 2.1 AA/AAA compliance), Mobile-First Architecture.

Tools & Software: Figma, FigJam, Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Sketch, Miro, Zeplin.

Technical Literacy & Code: Front-End Architecture, HTML5, CSS3/SCSS, JavaScript, React.js, Swift, Flutter / Dart, Git, Cross-Functional Engineering Collaboration.

Growth & Optimization: Conversion Rate Optimization (CRO), Onboarding Flow Optimization, Gamification, A/B Testing, Agile / Scrum Methodology, 0-to-1 Product Launches.

WORK EXPERIENCE

Design Consultant • PokutSoft

June 2026 – Present

Remote / Istanbul, Turkey

- Deliver high-impact product design advisory and UX auditing for SaaS and mobile clients, focusing on user activation, retention, and friction reduction.
- Architect intuitive end-to-end user journeys and interface guidelines that accelerate sprint cycles by 35%.
- Partner with engineering leads to validate design feasibility and ensure pixel-perfect, accessible implementations.

Head of UX/UI & Co-Founder • CvBorg

March 2024 – Present

Remote / Istanbul, Turkey

- Spearhead end-to-end product design, UX research, and visual strategy for an AI-driven automated recruitment and talent matching platform.
- Built a comprehensive, modular design system from scratch, cutting recruiter task completion time by **40%** and improving candidate screening speed.
- Collaborated directly with AI engineers and product stakeholders to simplify intricate algorithmic screening flows into clean, conversational dashboards.
- Boosted user onboarding completion and product retention by **20%** via cognitive load reduction and user-guided empty states.

Founder & Art Director • Fusion Forge Apps

December 2024 – Present

Istanbul, Turkey

- Direct product discovery, visual branding, and native mobile UX/UI across an independent studio portfolio of 10+ iOS and Android applications.
- Successfully launched top-rated apps including **PedalQuest** (territory cycling app), **StoneSkipper** (physics-based mobile game), **OctoMind**, **VitalSync**, and **PixRGBCatch** (featured on Product Hunt).
- Maintained a **4.8+ App Store / Google Play average rating** across all studio products by embedding rigorous user feedback loops and usability testing.
- Designed and executed full zero-to-one design sprints, launching functional MVPs to market within 2-4 weeks.

Senior UI Designer • [Intertech \(DenizBank / Emirates NBD Group\)](#)

April 2015 – December 2024 (9 yrs 9 mos)

Teknopark Istanbul, Turkey

- Architected and maintained enterprise UI/UX solutions for mission-critical core banking, investment, and fintech applications serving **500,000+ daily active users**.
- Redesigned complex financial transaction flows, reducing transaction drop-off and user friction by **30%**.
- Established scalable UI component standards and cross-platform design guidelines across iOS, Android, and web banking portals.
- Partnered closely with multi-disciplinary Agile teams, product owners, and security compliance officers in Teknopark Istanbul to deliver enterprise-grade digital experiences.

Senior Graphic Designer & Creative Consultant • [Freelance / kon-takt.com](#)

February 1999 – 2024

Istanbul, Turkey

- Delivered custom branding, visual identity systems, web applications, and editorial design for diverse international clients, publishing houses, and startups.
- Developed custom UI themes and interactive e-commerce modules for the Odoo ERP ecosystem (Glamping Resort, Marine Academy, Hospitality).
- Long-term creative contributor and author for FRPNET, delivering digital content, branding, and geek-culture publications.

NOTABLE PROJECTS & SHIPPED PRODUCTS

- **PedalQuest:** Cyberpunk territory cycling mobile app designed with gamified route tracking, high-contrast dark mode interfaces, and real-time location HUDs.
- **PixRGBCatch:** Real-time camera color detection and palette extractor tool; successfully launched and featured on **Product Hunt**.
- **StoneSkipper:** Minimalist physics-based mobile simulation game published on Google Play with custom touch-mechanic feedback.
- **Odoo Enterprise Themes:** High-converting custom UI themes and responsive design layouts built and sold globally on the Odoo Marketplace.

EDUCATION

- **Bachelor of Arts (B.A.) in Sociology** — Istanbul University (AUZEF) (2025 – Present / Ongoing)
- **Associate Degree (A.A.) in Radio and Television Programming** — Anadolu University (2022 – 2024)
- **Bachelor of Arts (B.A.) in Public Administration** — Anadolu University (2003 – 2009)

LANGUAGES

Turkish: Native • **English:** Full Professional Proficiency / Fluent