

BARLAS AKINCI

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No sponsorship is required, as the right to work and reside in the UK is held.

KEY AREAS OF EXPERTISE

User Interface Design	Prototyping	Focus Groups	Adobe Creative Suite
User Experience Design	Mock-ups	Agile Methodologies	Adobe After Effects
Responsive Web Design	Storyboarding	Figma	Adobe Illustrator
Product Design	Flow-charts	FigJam	Adobe Photoshop
Motion Design	Usability	JIRA	Adobe Premiere
Animation	UX Research	Sketch	Adobe XD
User-centred Design	A/B Testing	Zeplin	HTML
Sketching	Market Research	InVision	CSS
Wireframing	Finding Analyses	Balsamiq	WCAG

CAREER HIGHLIGHTS

- Over 10 years of experience in designing various digital products, including responsive websites, iOS/Android applications, and OTT/STB interfaces.
- London-based, open to remote, hybrid, or on-site opportunities across global teams.
- Expert in user-centred design, prototyping, and UX research, delivering seamless and engaging user experiences.
- Experienced in agile environments, collaborating with cross-functional teams, developers, and product managers.
- Increased user engagement by 15% & reduced support tickets by 6% by redesigning the EV charger booking flow at JustPark.
- Improved product engagement by 15% through UX enhancements and a modular design system at SH:24, validated by heatmap analytics.
- Enhanced payment flow efficiency, reducing billing-related customer complaints by 25% and improving bill tracking experience for satellite TV users at Digiturk.
- Delivered a 48% decrease in call centre complaints by optimizing the checkout and delivery tracking experience at Markafoni.

FREELANCE PROJECTS

[NOVE GROUP](#) | London, UK

Product Designer | 2024 - Present

Responsive Web Design

- Executed design processes for [estenove.com](#) & [novemedical.com](#), the company's main webpage, and all other digital products.
- Redesigned assets and components in the design system in alignment with the company brand requirements.

Project Scope & Impact

- Developed UX/UI solutions aligned with the company's brand identity, ensuring seamless user interactions.
- Created responsive web designs optimized for future scalability and development implementation.

[JUSTPARK](#) | London, UK

Product Designer | 2022

Responsive Web Design

- Led the responsive web design for onboarding screens for the space owners: **electric vehicle (EV) listing**, availability, alert & error, dates, and space management.
- Revamped the booking details screen: pre-book (in progress & upcoming), pin access, payment method, EV banners, and QR code and account management screens: create the listing, profile, payment preferences, and check-out.
- Revised assets and components in the design system.

Key Achievements of EV Listing

- Delivered a user-centred EV charger booking design with a 15% increase in bookings.
- Reduced call centre complaints by 6% through UX-focused improvements.
- Enhanced booking workflows for EV chargers with impactful redesigns.

SH:24 | London, UK

Product Designer | 2021

Responsive Web Design

- Initiated responsive web design for design modules of the homepage: product showcase, how **Fettle** works, and customer comments screens and simplified Fettle designs for product screens, category, sub-category, clinical support & advice, clinical team, privacy & cookies, about, terms, press, contact, and error 404.
- Redesigned assets and components in the design system in alignment with the company brand requirements.

Key Achievements of Fettle

- Increased user engagement by 15% through redesigning Fettle's product pages.
- Delivered brand-aligned design solutions, accepted by the CEO and CTO without revisions.
- Enhanced visual consistency and usability across Fettle's website.

PERMANENT ROLES

DIGITURK - BEIN MEDIA GROUP | Istanbul, Turkey

Senior Product Designer | June 2017 - September 2020

Responsive Web Design | IOS/Android App Design | OTT/STB Design

- Launched the **beIN Connect** application for Smart, Android, and Apple TVs (Digiturk's OTT Platform).
- Led the **Easy Bill** project, a mobile web page for Digiturk STB (satellite receiver set-top boxes) users to track and pay monthly bills seamlessly. Managed the end-to-end design process from UX to UI, including system workflows, data collection, mock-ups, prototyping, user testing with focus groups, and final UI implementation.
- Streamlined beIN Group Asia Pacific area UI design needs and coordinated overseas design teams.
- Led design processes for the company's key products: digiturk.com.tr, beinsports.com, and digiturkplay.com/en.

Key Achievements of beIN Connect

- Improved user satisfaction by optimizing beIN Connect's navigation, increasing satisfaction by 60%.
- Designed a user-friendly navigation system based on actionable insights from user testing with 20+ users.
- Reduced user confusion with a simplified navigation structure.

Key Achievements of Easy Bill

- Designed a user-friendly billing interface, increasing engagement by 50%.
- Led a UX-focused redesign, reducing user complaints by 25%.
- Delivered a seamless mobile billing experience through actionable user research.

Key Achievements for Team

- Introduced Sketch and Zeplin, improving collaboration and cutting delivery times by 50%.
- Transitioned design workflows to Kanban, boosting team efficiency by 70%.
- Optimised agile processes, reducing bottlenecks in design handovers.

MARKAFONI | Istanbul, Turkey

Senior UX/UI Designer | November 2015 - June 2017

Responsive Web Design | IOS/Android App Design

- Innovated the **shopping cart & checkout steps**. Developed end-to-end UX and UI, including findings, wireframes, heuristic evaluation, flow charts, prototypes, and user tests with +15 real users in a Markafoni's retail store.
- Recreated the **filter** function design. Defined the most accurate filtering solutions through competitor analysis.
- Created the category tree from scratch for the whole site whilst the product registration system on the server was in the rebuilding process.
- Simplified the delivery screens, and **orders** section. Optimised the delivery date allocation problem with improved new designs, as the needed data was available in the back-end system but not properly reflected in the UI.

Key Achievements of Cart/Checkout

- Conducted 15+ user tests to optimize the shopping cart experience.
- Improved the checkout process, reducing user complaints by 25%.
- Delivered a streamlined shopping journey for Markafoni's customers, improving checkout speed by 50%.

Key Achievements of Filter

- Redesigned Markafoni's filtering system, increasing user satisfaction by 50% and reducing frustrations.
- Enhanced filtering functionality based on competitive analysis and user feedback, reducing complaints by 35%.
- Delivered a streamlined filtering solution, improving browsing efficiency, tested with 15+ users.

Key Achievements of Orders

- Launched new delivery screens under orders, reducing call centre complaints by 48%.

HURRIYET NEWSPAPER | Istanbul, Turkey

Senior UX/UI Designer | December 2010 - November 2015

Responsive Web Design | IOS/Android App Design

- Executed design processes for hurriyet.com.tr, the main webpage of the company, and all other digital products.
- Designed the website of bumerang.hurriyet.com.tr, Bumerang's weekly newsletters, and banners.

Key Achievements

- Coached the design team on utilising the Agile Kanban system after completing the Kanban and Scrum training provided by the company. Led all Kanban processes for the team and collaborated with key stakeholders. In addition, guided project prioritisation and other related topics.
- Led the intern recruiting process, delegated design projects, and coached and supervised during the internship period.

EDUCATION

YEDITEPE UNIVERSITY | Istanbul, Turkey

Bachelor's degree, Visual Communication Design

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Product Design (incl.UX/UI) July 2025 by Experience Haus

Enterprise Design Thinking March 2021 by IBM

Gamification August 2021 by the University of Pennsylvania

Agile Kanban & Scrum March 2015 by ACM Software - Agile Training and Consultancy

Festival of UX Design March 2021 by Mobile UX London

Design Trends February 2021 by SODA Social

XCO'20 ONLINE Experience Design & Management Summit May 2020 by Userspots

6th International UXISTANBUL Conference February 2020 by UX Services

After Effects Kickstart January 2023 by School of Motion