


Doğukan Erel

UX & Product Designer specialized in sports and health techs, event platforms and dashboards.

Focused on crafting simple, intuitive, and effective design solutions for complex platforms — primarily in sports-tech, national & international sport federations, health-tech for athletes and doctors, and SAAS tools.

I care deeply about clean UX logic, measurable impact, and developer-friendly UI that ensures consistency and scalability.

Experience



My Next Match
Mid Product Designer

United Kingdom/London (Remote)
Jan 2021 - Now / 4 yrs 4 mos

I lead each project from discovery and wireframes through high-fidelity design, prototyping and developer hand-off—delivering intuitive, efficient and engaging tools that power the global sports community.

Reach & Key Partners

- IMMAF (International Mixed Martial Arts Federation)
- World Obstacle (International Obstacle Federation)
- Obstacle Australia (National Federation)
- UKOSF (United Kingdom Obstacle Sport Federation)
- England Boxing


* Plus hundreds of national federations, thousands of clubs and the athletes they represent

Platform Impact Over 4 Years

- 10 000+ organisations have hosted or joined 200+ events & tournaments
- 70 000+ athletes manage their competitive careers
- 2 000 coaches track athlete development
- 1 500 officials run operations through custom CRM & dashboards
- 100+ doctors and medical teams monitor health, run examinations and prevent injuries
- Judges & referees use purpose-built scoring systems for fair evaluation of athletes, enabling medal achievements.

Products & Solutions I Designed

- Membership Management CRM for clubs and federations
- Federation Dashboards for real-time oversight
- End-to-End Tournament Management with automated draw brackets for combat sports
- Event Management for obstacle-course, ninja and adventure races
- Community & Athlete Well-being Platform to boost engagement
- Digital Medical Passport for sport-specific health tracking
- Landing Pages built in Framer
- Data Visualisations that turn raw data into actionable insight




Soonova
Product Designer

Turkey/Istanbul (Contractor)
June 2022 - Jan 2025 / 2 yrs 8 mos

Designed and shipped web and mobile experiences for both business and consumer audiences, including no-code applications built with Framer.

- Owned branding and interface design across multiple product ecosystems:
 - **Soonova** — complete brand identity and marketing landing page
 - **Flexihub suite** — Flexidesk and Flexievent web apps, plus social-media creatives
 - **INC Türkiye Business Platform** — end-to-end product UI/UX, event system.
 - **HiZone Coffee** — mobile app and promotional landing page



Apex Web Softwares
Junior Product Designer

Turkey/Muğla (On Site)
Sep 2020 - Jan 2021 / 6 mos

At APEXS, a software start-up, I leveraged my expertise in web & mobile development, UI/UX design to deliver high-impact solutions. My work spanned:

- Crafting conversion-focused landing pages
- Building end-to-end e-commerce platforms
- Architecting scalable SaaS applications aligned with diverse business needs

Contact

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Behance: [dogukanerel](https://www.behance.net/dogukanerel)

X.com: [dogukanerel](https://twitter.com/dogukanerel)

Core

Design Systems Branding

Mobile Apps Web Apps

UX Research Wireframing

Userflows & Journeys Prototyping

Information Architecture (IA)

Apple Human Interface Guideline

Web Content Accessibility (WCAG)

Agile Experience Remote

Design KPI Metrics

Tools

Sketch Figma Framer

Atlassian Tools Notion

ChatGPT Midjourney

AI Tools for UX & UI Design

Soft Skills

Remote Collaboration

Stakeholder Communication

Open for Feedbacks

Education



Muğla Sıtkı Koçman University
Bachelor's Degree, Computer Engineering
2018 - 2024 (Exited at the end of the 3rd grade)



Muğla Sıtkı Koçman University
2017 / B2-Intermediate
School of Foreign Language/English



Google UX Design Specialization
Aug 2022 - Oct 2023