

Han Sarioglu · Senior Product Designer

B2B & Enterprise Systems · karahan.sarioglu@gmail.com · +90 (546) 257-7318 · Izmir, Turkey - *Open to relocation*
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SUMMARY

Senior product designer, five years in complex B2B platforms: logistics, enterprise AI tooling, and high-stakes transactional interfaces where design has to survive real operational pressure. Computer engineering degree, so feasibility conversations with engineers start on shared ground. Led a three-person design team across a two-country product organisation. Seeking a senior role in the UK or EU.

WORK EXPERIENCE

Independent Consulting Oct 2025 – Present
Senior Product Designer Remote

- Product UX, design system, and brand identity engagements for international clients, working directly with founders and small product teams.
- Scope from single-flow redesigns through to end-to-end identity and component system builds.

The Despatch Company Mar 2024 – Oct 2025
Product Designer Yorkshire, UK

- Owned end-to-end UX for the warehouse order management platform across 40+ client warehouses and 1,500+ daily users, reconciling sites that each ran different picking strategies, staffing models, and scanner hardware.
- Redesigned the core picking and packing flows; task completion time fell 18–25%, measured against the platform’s own operational telemetry before and after release.
- Rebuilt first-run configuration and onboarding, cutting usability-related support tickets by roughly a quarter over six months.
- Built and maintained the design system in Figma, covering the component library, usage rules, and handoff standards, then drove adoption across the product team.
- Partnered with PMs and engineers on prioritisation and feasibility trade-offs, using prototypes to surface stakeholder disagreement before build rather than after.

Innoscripta Jun 2023 – Feb 2024
Product Designer, Team Lead Istanbul, Turkey & Munich, Germany

- Led three designers and set UX and brand direction for the Turkish operation, working into the Munich product organisation.
- Led product strategy and designed AI-assisted project and document management modules for 500+ enterprise users, spanning ingestion, review workflows, and permissions. Iterated the review path through usability testing to cut steps from the critical workflow.
- Drove the company rebrand end to end and standardised components to hold a distributed, two-country team to one visual language.

Jeffromi Studio Dec 2022 – May 2023
Product Designer Istanbul, Turkey

- Delivered brand identity systems for 8+ clients across SaaS, food service, and consultancy.
- Designed a responsive food delivery prototype focused on checkout and reorder, validated with 20+ moderated sessions.

Engcode Aug 2021 – Nov 2022
Product Designer London, UK

- Designed UX/UI for DeFi and NFT platforms serving 10,000+ monthly users, including wallet connection, transaction confirmation, and asset management, where a mis-click is irreversible.
- Simplified the wallet connection flow, reducing onboarding drop-off by 17% across the funnel.
- Owned branding and design system work end to end across 15+ client engagements, including projects for LG, Philips, Google, and Fitbit.
- Ran usability testing across Web3 and fintech interfaces and standardised components to speed up engineering handoff.

EDUCATION

Mehmet Akif Ersoy University Turkey
BSc Computer Engineering

University of Ostrava Ostrava, Czechia
Erasmus Exchange, Computer Science

SKILLS

- **Product & Strategy:** Product strategy, product management, roadmap prioritisation, stakeholder alignment, cross-functional collaboration
- **UX & Research:** User experience (UX), user interface (UI), user experience architecture, user research, interaction design, wireframing, prototyping, design systems, usability testing, A/B testing
- **Tools:** Figma, Framer, Adobe Creative Suite, Sketch, Webflow, Spline, Jira, Confluence, Miro, Notion, Airtable, Trello
- **Technical:** HTML, CSS, JavaScript
- **Languages:** English (C2), Turkish (native), French (A1)
- **Interests:** Behavioral psychology, etymology, human-centered AI, interactive systems, coffee craftsmanship, world literature