



Öykü Dogru

UI & UX Product Designer, Berlin

I design digital spaces.

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Product Designer with 4+ years of experience approaching digital products as human-centered environments. Trained in Interior Architecture, Urban Design and Sociology, I bring a spatial logic to every design decision, starting with how people actually move, feel and make sense of a system, not just the screen. Specialising in behavioral UX, cognitive offloading and scalable design systems. Speaker at Haystack EU 2026 and UX Sofia 2026. Shipped [Bloomie](#), a real consumer app with active users.

EXPERIENCE

Product Designer, mermaid & broccoli GmbH

Feb 2025 – Jan 2026

Working Student, Germany, Remote

- Led end-to-end UX redesign of a B2B consultancy platform using cognitive offloading and progressive disclosure, improving time-to-understanding for HR and leadership audiences.
- Designed and implemented responsive interfaces in Figma, WordPress and Elementor; optimised conversion rates through A/B testing and analytics.
- Built scalable component library and design system across web and workshop materials.
- Manager testimonial: "thoughtful and high-quality work, proactive and genuinely delightful colleague," from Moritz Gekeler, Co-founder.

Product Designer, PDI Digital Media Agency

Oct 2021 – Mar 2023

Full Time, Istanbul, Turkey

- Translated brand strategies into cohesive digital products for international clients, including The British International School Istanbul.
- Developed UI kits, visual systems and brand guidelines ensuring cross-platform consistency; iterated using analytics and performance data.

Interior Architect, Studio CHplus

May 2023 – Feb 2025

Working Student, Berlin, Germany

- Architectural detail drawings for social housing projects, reinforcing systematic and component-based design thinking.

SELECTED PROJECTS

Bloomie: Habit Tracker, Self-initiated

Shipped consumer app with active users

- Netnographic research across 200+ App Store reviews identified guilt-based mechanics as the primary churn driver. Redesigned around emotional attachment: Tamagotchi Effect and James Clear Habit Loop.
- Key design decision: replaced streak counter with a wilting plant companion. AI mentor speaks only when user signals struggle, offering a 2-minute micro-habit alternative.
- Full design system with WCAG 2.1 AA compliance (7:1 contrast), custom icon set, and complete monetisation and checkout flow. Designed and vibe-coded end-to-end.

Live app: [Bloomie Walkthrough](#)

Woow! App: Brand System 0 to 1, Istanbul-based startup

- Built entire brand ecosystem from scratch: visual identity, brand guidelines, mobile UI, social media strategy and merchandise for an interior architecture community platform.

SPEAKING

Haystack EU 2026, Berlin, Germany

15-16 September 2026

[Who Gets to Decide? Designing Agency Back Into AI Search](#) Behavioral UX and spatial thinking applied to designing agency and transparency into AI-powered search.

UX Sofia 2026, Sofia, Bulgaria

13 November 2026

[Automation Without Numbing: The UX of Staying Human](#) Behavioral UX, cognitive offloading and spatial thinking in AI-augmented products.

EDUCATION

MSc Urban Design, TU Berlin

2022 – 2026

Thesis: "Slogans, Bodies and Stone: Feminist Placemaking and Reclaiming the Counter-Memory of Belonging in Istanbul's Public Space." First examiner: Prof. Dr. Martina Löw

UI/UX Design Intermediate, ReDI School Berlin

Mar – Jun 2026

Usability testing, UX research, product design practice

BSc Interior Architecture, Istanbul Technical University

2015 – 2020

Erasmus: Hochschule für Technik Stuttgart, 2018

BA Sociology, Istanbul University

2020 – 2022

2 years completed

SKILLS

Design: Figma (Advanced), Adobe Creative Suite, Prototyping, Wireframing, High-Fidelity UI

UX & Research: Behavioral UX, Cognitive Offloading, Netnography, Usability Testing, A/B Testing, Information Architecture, Design Systems, WCAG 2.1 AA

Build & No-Code: WordPress, Elementor, Framer, Lovable, Claude Design & Code, Figma Make

Analytics: Google Analytics, Google Ads

Languages: English C2, German B2, Turkish C2