

BUSRA AKATA DARCIN

PRODUCT DESIGNER · UI/UX · ISTANBUL, TURKEY

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PROFESSIONAL SUMMARY

Product Designer with 4 years of experience in complex B2B enterprise and SaaS products, currently at BTS Group, where I lead end-to-end design for a private cloud, network automation and virtualization platform. Focused on making high-complexity, data-heavy workflows legible enough for fast, accurate decision-making. Experienced in user research, usability testing, design systems and accessible design, and in agentic and AI-augmented design workflows, including human-in-the-loop patterns and AI transparency. Work closely with Product Management and Engineering to translate system constraints into clear, scalable experiences. Background in industrial design, with international experience through an Erasmus exchange in Belgium.

SKILLS

Design & Research Human-Centered Design, User Research, Usability Testing, Information Architecture, User Flows, Wireframing, Design Systems, Accessibility (WCAG 2.1 AA), UX Writing, Service Design, CX Research, NPS Analysis, Benchmark Research, Workshop Facilitation, Agile Design Process

AI & Agentic Design Agentic Design, Human-in-the-Loop Patterns, AI Transparency & Explainability, Rapid AI Prototyping, Claude Code & Design, Figma MCP, Figma Make, Make, ChatGPT, Gemini, NotebookLM

Domains Private Cloud, Network Automation, Virtualization, Digital Twin, Monitoring & Alerting Dashboards, Data Visualization, Capacity Forecasting, Fintech, E-commerce

Design Tools Figma, FigJam, Sketch, Framer, Spline, Adobe Illustrator, Photoshop, Miro

3D & Engineering SolidWorks, Rhinoceros 3D, Siemens NX, KeyShot, Teamcenter, 3D Printing

PROFESSIONAL EXPERIENCE

Product Designer

BTS Group, Istanbul · July 2024 – Present

- Lead end-to-end design for Olympos, an automation, cloud and digital twin platform spanning private cloud, network automation and virtualization, enabling operators to monitor real-time data and make fast, accurate decisions in high-stakes environments.
- Own information architecture, user flows, wireframes and high-fidelity UI, and extend the platform design system with reusable, documented patterns that engineering implements consistently (React, Tailwind CSS, Node.js).
- Conduct user research, usability testing and benchmark studies to validate concepts and inform product strategy.
- Lead UX and ideation workshops; present and defend design decisions to product, engineering and business stakeholders.
- Integrate agentic AI workflows across the Discover, Define, Ideate, Prototype and Test phases, and build rapid prototypes with Claude Code, Figma Make and Figma MCP.

CX Researcher Assistant

Yapı Kredi General Directorate, Istanbul · Apr 2024 – July 2024

- Ran CX research and NPS analysis at one of Turkey's largest banks in a regulated financial environment; NPS analysis drew on responses from over 2 million customers.
- Designed and ran customer research studies — quantitative research reaching 2,000+ participants and qualitative research with 100+ participants — and translated findings into actionable insights that informed experience improvement decisions.

Seller Experience Design Intern

Hepsiburada Global, Istanbul · Nov 2023 – Apr 2024

- Designed B2B merchant-facing experiences for a leading e-commerce platform: wireframes, user flows and information architecture improvements for seller tools.
- Conducted user research and usability testing with sellers through in-house workshops, feeding insights into CX and NPS analysis.

Product Design Intern

WAT Mobilite Solutions, Istanbul · July 2023 – Aug 2023

- Redesigned the end-to-end EV charging service experience across physical and digital touchpoints, informed by user research and market data, including charging station and totem design concepts.
- Created brand and corporate identity elements and interface designs for EV charging units, with a focus on interaction.

Project Student (Part-Time)

BSH Home Appliances Group, Istanbul · Jan 2022 – Jan 2023

- Responsible for a refrigerator design project in the cooling factory: observed manufacturing methods and designed sustainable product features using Teamcenter, SolidWorks and Siemens NX.

Industrial Design Intern

Biuniq Technology (start-up within ITU Cekirdek), Istanbul · Aug 2021 – Sep 2021

- Designed an IoT-based hand rehabilitation robot using tele-rehabilitation technology, grounded in user research and early sketching.
- Built prototypes through 3D printing, physical mock-ups and surface modelling, developing alternatives with mechatronics and software teams.

EDUCATION

B.Sc. Industrial Design

Istanbul Technical University, Istanbul · 2018 – Jan 2024 · GPA 3.51 / 4.00

Erasmus Exchange – Design for Identity Program

Howest University of Applied Sciences, Kortrijk, Belgium · Spring 2023

CERTIFICATIONS

Interaction Design Foundation (IxDF) – UX & Service Design Certificates, Aug 2023 – Present

- How to Build Agentic Workflows for Product Design: From Prompts to Systems
- AI for Designers
- UI Design Patterns for a Successful Software
- Emotional Design · Mobile UX Design

AWARDS & COMPETITIONS

- First Prize (group project) – SRA Stone "Future of Kitchen" Design Competition, 2022
- Equivalent First Prize – Lock-down in 120 Homes Open Idea Competition, Arkitera, Turkey, 2019
- Certificate of Achievement (1 ECTS) – "How to Set Up a Citizen Laboratory?", Universidad Politécnica de Madrid Summer School

VOLUNTEER WORK & LEADERSHIP

- Workshop Facilitator – ITU Tech (March 2026)
- Active Member – ITU UX Community, ITUX (2022 – Present)
- Designer Team Member – ITU Entrepreneurship Ecosystem Service Design Project (Feb 2024 – Jan 2025)
- Co-Founder & Vice President – ITU Industrial Design Club (Oct 2021 – 2022)

LANGUAGES

Turkish Native

English Professional working proficiency (B2, ITU Proficiency)