

Leyla Ertem Senior Product Designer

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Senior Product Designer with 8+ years of experience designing B2B and B2C products. Specialises in complex workflows, systems thinking, and turning research and business constraints into clear, practical design solutions. Brings a structured approach and close collaboration with engineering, backed by a background in computer engineering and earlier software development experience.

WORK EXPERIENCE

Ocado Technology

Senior UX Designer

November 2022 – Present

- Owned end-to-end UX across 2 store operations products, a mobile tool for store staff and a desktop tool for managers, delivering scalable design solutions used across 1200+ stores in 10+ countries.
- Created the new van loading flow through store visits, detailed prototyping, and usability testing, reducing horizontal buffering space by 50% and improving load accuracy through a clearer guided process.
- Led the redesign of the Shipments dashboard, introducing 6 features including progress tracking and data visualisation, launching its first mobile experience, and embedding feedback collection (150+ responses) to support continuous discovery.
- Directed a 3-designer working group to unify In-Store Fulfilment components across 4 products, improving consistency. Identified WCAG gaps and influenced the design system team to improve mobile accessibility.
- Established design handoff standards adopted across the UX team, introducing reusable annotation patterns and Dev Mode-ready libraries to reduce back-and-forth with engineers.
- Improved collaboration across UX, Product, and Engineering by facilitating 4 workshops, defining 6 design principles, and creating reusable UX briefs and discovery templates that helped shape product direction across 7 teams.
- Mentored 2 junior designers and researchers through critique, pairing, and project guidance, ensuring high-quality contributions to critical product developments.

Orgvue

UX Designer

June 2021 – November 2022

- Led the design of a skills-management workflow for datasets spanning 100+ roles and 1,000+ skills, using progressive disclosure to separate bulk input from detailed review and conflict resolution, helping users manage complexity without cognitive overload.
- Designed an MVP workforce planning tool from scratch for HR and finance teams, turning complex spreadsheet-based planning into structured product workflows.
- Built Axure prototypes covering 50+ interactions with realistic interactions and conditional logic, validating complex workforce planning calculations to prevent late-stage development revisions.

- Migrated and rebuilt Orgvue's design system library from Sketch to Figma using component variants, auto-layout, and shared styles, contributing to a promotion within five months of joining.

Shopi

Product Designer

Contractor, March 2021 – June 2021

- Built Shopi's shared component library and design system from scratch after auditing 3 products across web and mobile, creating 70+ components and replacing ad hoc UI creation with a more consistent, scalable foundation.
- Led onboarding sessions for the product team and mentored a junior designer, supporting adoption of the design system and improving consistency across the platform.

Turkcell Technology

UX Designer

February 2018 – September 2019

- Designed user flows, wireframes, and interactive prototypes across 10+ consumer and enterprise products, contributing to 2 launches at one of Turkey's largest technology companies (39M+ subscribers).

EDUCATION

City, University of London, MSc Human-Computer Interaction Design (Distinction)

Dissertation: Evaluated music visualisations as information scents for faster song assessment.

KTH University, Sweden, Computer Science (Erasmus)

Bogazici University, Computer Engineering with Honours Graduation (GPA: 3.4/4)

ADDITIONAL

Django Girls Mentor: Taught coding through workshops and mentoring

Triangle: Ran a stationery business across e-commerce, Instagram, and in-person sales

SKILLS & TOOLS

Skills: End-to-end Product Design, Systems Design, User Research & Usability Testing, Information Architecture, Design Systems, Accessibility (WCAG), Data analysis, Workshop Facilitation

Tools: Figma, Sketch, Framer, Miro, Whimsical, Photoshop, Illustrator, Zeplin, Maze, Lyssna, Optimal Workshop, Java, HTML/CSS, AI-assisted workflows (Claude Code, NotebookLM)