

MERT DEMIRHAN

Senior Product Designer

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SUMMARY

Product Designer with 5+ years of experience in SaaS, specializing in AdTech and FinTech. At Samsung Ads, I led audience management, campaign management, and reporting projects, earning the High Impact Award for improving workflows through the [Samsung DSP \(Demand-Side Platform\)](#), contributing to over half a billion dollars in annual revenue and generating an additional \$15M. I've managed 100+ projects, demonstrating expertise in data management, competitive benchmarking, and ML/AI-augmented workflows.

At [Paysafe \(affiliate Management Software\)](#), I worked on dashboards, campaign management, and security role management, where I designed granular permissions to control user access and actions across the platform. I thrive in collaborative environments, working with cross-functional teams to deliver data-driven, user-centric solutions that align with business needs.

Beyond product design, I bring expertise in 3D modeling, design, animation, and 3D printing, powered by a background in electronic engineering. This unique combination allows me to integrate creative design with technical precision, pushing the boundaries of innovation across multiple industries.

EXPERIENCE

SAMSUNG ADS – Samsung Electronics' advertising ecosystem, across smart devices (SaaS) / AdTech **Product Designer – April 2022 – Aug 2024 - Toronto, ON/CANADA**

- Led the design and execution of over 100 projects, ranging from small-scale to extra-large, demonstrating autonomy and leadership.
- Collaborated with Product Managers, providing guidance in navigating product ambiguities and ensuring cohesive design strategies.
- Conducted extensive benchmarking and competitive analysis to develop user-centric UI designs that meet user needs.
- Designed key products including Audience Solution, Audience Builder, Audience Insight, Smart Audiences (e.g., Lookalike Audience, Website Conversion Audience), Conversion Audience, Control Group, and Lift Reports.
- Recognized by the Head of Product and Engineering for high-impact contributions to the Audience Solution tool, which was designed from scratch.
- Initiated the development of audience creation using generative AI, showcasing innovative skills and gaining attention from product and engineering teams.
- Demonstrated a strong understanding of data management and its impact on other domains, ensuring informed design decisions.
- Excelled as the lead designer in crucial and complex domains, leveraging deep expertise in data management, backend systems, and creating intuitive workflows that meet user needs.
- Maintained up-to-date knowledge of the latest trends in Ad Manager, DSP, and audience features through continuous competitive benchmarking.

PAYSAFE - A supplier of award-winning affiliate tracking and reporting software B2B (SaaS) / FinTech
Product Designer – March 2021- April 2022 - Montreal, QC/CANADA

- Led the maintenance and evolution of the company's Design System, ensuring consistency and efficiency across products.
- Conducted comprehensive evaluations of Business Intelligence (BI) Data Visualization tools to enhance data representation capabilities.
- Leveraged advanced data analytics tools (Pendo) to inform and drive data-driven design decisions, optimizing user experience and product performance.
- Conducted user testing initiatives and analyzed SaaS metrics to gather actionable insights for iterative design improvements.
- Effectively communicated design concepts, goals, and strategies to cross-functional teams and executive stakeholders, fostering alignment and buy-in.
- Advocated for Design Thinking methodologies within the organization, utilizing user personas, empathy maps, and user journey mapping to enhance product development processes.
- Collaborated closely with Product Owners, Developers, and Account Managers to deliver user-centric solutions that met market demands and business objectives.
- Spearheaded educational initiatives on UX Design best practices and emerging trends, promoting a culture of continuous learning and innovation within the team.

MEMORYZ - A mobile application for families experiencing dementia- (Mobile App) / HealthTech
UX/UI Designer – Aug 2020 - March 2021 - Toronto, ON/CANADA

- Created comprehensive wireframes, storyboards, user flows, process flows, and sitemaps to effectively communicate interaction and design ideas to stakeholders and development teams.
- Conducted user interviews and designed feedback forms for data collection and verification applications, translating insights into enhanced user experiences.
- Implemented a user-centric approach to design, anticipating user needs and behaviors to create intuitive and efficient interfaces.
- Collaborated closely with cross-functional teams to define, design, and ship new features, ensuring alignment with product goals and user requirements.
- Partnered with development teams to iteratively improve existing products, focusing on usability enhancements and performance optimization.
- Led usability testing initiatives to identify, troubleshoot, and reproduce issues, resulting in data-driven design improvements and increased user satisfaction.

SHARPSTUDY- Personalized AI powered platform- (SaaS)
UX/UI Designer – Aug 2020 - Dec 2020 - Toronto, ON/CANADA

- Understanding the client's needs, objectives and perspective
- Present and defend designs and key milestone deliverables to peers and developers
- Makes design decisions informed by evidence, empathy, data, and a clear sense of priorities.
- Creating and presenting UX deliverables – low-fi sketches, UX artifacts, or user flows that drive effective solutions

SYNERGO GROUP – Canadian mobile and web app development agency (SaaS)

UX/UI Designer – Freelance - Toronto, ON/CANADA

- Clearly communicates design approaches, ideas, and solutions to teams
- UX/ UI Design for a simple Resource Planning web application

LETSSTOPAIDS – Canadian Charity (Website)

Product Designer - Apr 2019-Dec 2019 - Toronto, ON/CANADA

- Understand and implement what keeps the time per session and revisit the webpage again in the future with new content easily presented. Insights from previous UX/UI design for an understanding of effective color schemes and density.

EDUCATION

Humber College *Toronto, ON/CANADA*

Marketing Management, Ontario Graduate Certificate, Sep 2019-Aug 2020

Humber College *Toronto, ON/CANADA*

User Experience Designer, Ontario Graduate Certificate, Sep 2018-Aug 2019

Istanbul Bilgi University *Istanbul, Turkey*

Electrical and Electronics Engineering, Bachelor of Science, Sep 2012-May 2017

SKILLS

Prototyping • Pendo • Maze • Miro • Wireframing • Usability Testing • WordPress • Figma • Jira
• Confluence • Fullstory