

ÖYKÜ DOĞRU



Product Designer · I think in spaces, design in products · Berlin

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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. Accepted speaker at **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." — 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.

Interior Architect & Site Coordinator · Altıpatlar Architecture

Feb 2020 – Sep 2021

Full Time, On Site · Istanbul, Turkey

- Led end-to-end design and execution of residential and co-working spaces. Real-world stakeholder management and on-site observation, skills that directly inform my approach to user research.

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 + 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.

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

Speaker — UX Sofia 2026

13 November 2026 · Sofia, Bulgaria

"Automation Without Numbing: The UX of Staying Human" behavioral UX, cognitive offloading and spatial thinking in AI-augmented products.

EDUCATION

UI/UX Design Intermediate

Mar – Jun 2026

ReDI School Berlin · Usability testing, UX research, product design practice

MSc Urban Design

2022 – 2026

TU Berlin · First examiner: Prof. Dr. Martina Löw

BA Sociology

2020 – 2022

Istanbul University · 2 years

BSc Interior Architecture

2015 – 2020

Istanbul Technical University · Erasmus: Hochschule für Technik Stuttgart, 2018

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

Analytics: Google Analytics, Google Ads

Languages: English C2 · German B2 · Turkish C2