Ecemnaz Berber

Product Designer | Consumer AI, Mobile & Monetization

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Summary

Product designer with 4+ years of end-to-end ownership of mobile products, and the sole designer on every product I've shipped. Most recently I designed Pose, a generative AI photo and video app that reached #1 in Photo & Video on the US App Store and became Lyrebird Studio's highest-earning app. I work across product strategy, onboarding and paywall experimentation, and AI-driven creation flows, in consumer AI, fintech and B2B SaaS.

Experience

Product Designer | Lyrebird Studio

May 2024 – Present

- Designed **Pose**, a generative AI photo and video app for iOS and Android, end to end as the sole designer, working with 1 PM and 1–2 engineers.
- Pose reached **#1 in Photo & Video on the US App Store** (Jan. 2025), became the company's highest-earning app, and grew MRR to roughly 4× the company's benchmark.
- Shipped new AI features within hours during viral traffic spikes, expanding Pose from image-to-image to image-to-video and dual-image modes, and shifting output from photo sets to video.
- Redesigned upload and creation flows as models improved, cutting required input photos from 20+ to 6–8, and finally to one, and kept flows stable across AI provider switches.
- Designed Pose's first paywalls from competitive benchmarks; my listing layout won A/B tests against alternatives and became the standard, and I conceived the blurred "unlock" paywall that shows users their own results behind it.
- Designed onboarding and paywall variants for continuous A/B testing with the monetization team; my visual-first onboarding pattern was adopted across several of the company's other apps.
- My paywall, photo-to-photo and photo-to-video flows became the company standard, reused and restyled by every app launched after Pose.

- Shaped Pose's visual direction, filters and prompts together with the team's AI content creator.
- Led two redesigns of **Cosmo**, a long-running photo editor with a loyal user base: first simplified a crowded home screen through layout explorations, then designed an editor-style home section that keeps the familiar feel for loyal editor users while routing them into AI image-to-image flows (e.g. AI makeup and hair) that outperformed the outdated licensed editor effects.
- Owned Cosmo's visual direction and reworked its layout to carry new AI features under the company's move from lifetime plans to a coin-based model.
- Designed a piano-learning app as its sole designer.

Product Designer | Fonmap

Aug 2023 – May 2024 · Istanbul

- Sole designer of a well-funded fintech app that let users buy and sell venture capital and real estate investment funds from their phones, the first app of its kind in Türkiye.
- Designed the app end to end for iOS and Android, including onboarding, fund discovery and purchase flows, working directly with engineers without a dedicated PM.

Product Designer | StoreSpy

Nov 2022 – Jun 2023

- Sole designer of a B2B SaaS app-intelligence platform, similar to Sensor Tower, delivering App Store and Google Play market data, at a 6–7 person startup.
- Documented the live product in Figma for the first time (several screens had shipped without design files), then improved existing dashboards and designed new screens, working directly with the engineering founders.

UI Designer | Exoplanet Digital

Jun 2022 – Nov 2022

- Designed interfaces for several mobile apps at an early-stage startup.

Skills

- **Product design:** end-to-end ownership, 0 to 1, mobile (iOS, Human Interface Guidelines), UX/UI, user research, usability testing, wireframing, interaction design, prototyping, design systems, UX writing

- **AI products:** generative AI, consumer AI, prompt design, designing for changing model capabilities
- **Growth:** monetization, subscription, paywall design, onboarding, A/B testing, conversion optimization
- **Fintech & B2B:** investment and purchase flows, trust and compliance-aware UX, data dashboards and analytics
- **Tools:** Figma (components, variables, auto layout, prototyping), AI design tools, Photoshop, Illustrator
- **Languages:** Turkish (native), English (professional)

Education

Hacettepe University, Bachelor of Fine Arts, Interior Architecture & Environmental Design · 2017–2021