

Aylin Paçacı

Lead Product Designer (UX/UI) · Complex Data Products · Data Visualisation · Design Systems

Milan, Italy · pacaciaylin@gmail.com · aylinpacaci.com · linkedin.com/in/aylinpacaci

I lead design on complex, data-dense products: platforms that turn large-scale, regulated data into usable tools. I currently lead design across a four-product suite at Zimmerman, including the Global Fund's public data explorer, the primary public route into \$65B of health financing across 100+ countries. I work end-to-end, from research and information architecture through interaction design to the design system and charting library the suite runs on. 5+ years in product design, 3+ leading data-dense platforms.

Core Competencies

Design Leadership. End-to-end product design, design direction, stakeholder alignment, design critique, cross-functional collaboration.

UX & Research. User research, usability testing, participatory design, service design, information architecture, accessibility (WCAG).

UI & Systems. Design systems, component libraries, interaction design, data visualisation.

Tools. Figma (components, libraries, variables, tokens), Framer, ECharts, JavaScript, HTML/CSS prototyping, GitHub, Miro, Maze. AI-assisted prototyping: Lovable, Figma Make, Cursor.

Work Experience

Lead Product Designer (UX/UI)

Zimmerman BV · Amsterdam, NL · Full-Time

03.2023 – Present

Lead product design across a suite of data-intensive platforms used by governments, NGOs, journalists, and large institutions, turning complex reporting standards and large funding datasets into accessible, explorable tools.

- [The Global Fund Data Explorer \(data.theglobalfund.org\)](https://data.theglobalfund.org) · lead ongoing design of the public platform making \$65B in health investments explorable across 100+ countries. Designed four dataset pages from scratch and led the 2024 data expansion. The platform has been cited by KFF and referenced in the Global Fund's own Results Report.
- [AIDA \(aida.tools\)](https://aida.tools) · designed end-to-end from v2 to v3: a dual-mode platform abstracting the IATI XML standard into a guided publishing flow and explorable dashboards. Restructured the publishing flow around progressive disclosure, cutting time-to-publish in moderated testing. The component library from this work now runs across the wider product suite.
- [Dataxplorer \(dataxplorer.org\)](https://dataxplorer.org) · took over design mid-build and shipped the first usable beta, defining the core connect → chart → report flow and cutting scope to protect it.
- Built and maintain the shared ECharts charting library and design system: 80+ components across four products, configured at the JavaScript level, versioned in Git with documented specs and changelogs.
- Set design direction and run critique across the suite. Own the standards the team designs against: component contribution, accessibility, and how a chart form gets chosen. Mentored junior designers.

UX/UI Designer

Here Fashion Hub · Milan, IT · Freelance Contractor

06.2022 – 11.2022

End-to-end design for HFH's digital presence: brand identity, visual language, and a built Webflow site. Presented design rationale directly to founders.

Product Designer

Tolkido · Izmir, TR · Full-Time

09.2020 – 10.2021

Owned product design for an early-stage EdTech tool for neurodivergent children, from concept to launch. Ran research with teachers and educators to ground the product in classroom use.

Education

MSc Product-Service System Design

Politecnico di Milano · Milan, IT · 2021–2024

Thesis: 'Mapping Participation in Participatory Design.' Invest Your Talent in Italy Scholarship. Selected for the Uncertain Times Exhibition as a collaborating designer.

Erasmus exchange year

IADE Creative University · Lisbon, PT · 2018–2019

BA Industrial Design

University of Economics · Izmir, TR · 2016–2020 · 3.3 GPA · Merit scholarship

Achievements & Certifications

UX Research & Design Specialization, University of Michigan (Coursera)

2023

Gender Analytics Specialization, University of Toronto (Coursera)

2022

"Gather, Complete, Design" Project, Architecture For All

2020–2021

Community & Voluntary Work

Member, Data Visualization Society

2024–Present

Alumni Farnesina, Ministry of Foreign Affairs of Italy

2024–Present

Food Aid Volunteer, Mutuo Soccorso Milano

2022–2023

Member, Poedat Collective (Communication Committee 2017–2019)

2016–Present

Languages

Turkish Native · English C2 · Italian B1