

# Zühal Öztürk / Product Designer

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Product Designer with 10+ years of experience across digital products, visual design and branding, including four years in UK FinTech. I turn complex workflows and data-heavy interfaces into clear, usable web and mobile experiences. I work primarily in Figma, from early concepts and prototypes through design systems and production-ready design.

**Portfolio:** [zuhalozturk.morhpt.com](https://zuhalozturk.morhpt.com)

## Skills

Product Design • UX/UI Design • Design Systems • Complex Workflows • Dashboards & Data Visualisation • Prototyping • Responsive Design • Accessibility • Visual Design • Illustration

## Experience

JUL 2022 - AUG 2026

**360 Lifecycle**, Leicester, UK • Remote • *UI/UX Designer*

- Designed end-to-end experiences across a complex financial advisory CRM, including FactFind, client workflows, dashboards, and adviser tools.
- Built and evolved a reusable design system, bringing clearer patterns and greater consistency to a large legacy product.
- Redesigned complex financial workflows and data-heavy interfaces to make information easier to scan and act on.
- Led desktop and mobile UX improvements, working closely with product managers and developers from requirements through implementation.

NOV 2024 - DEC 2025

**Coverz / ILS Vision**, Istanbul, Turkey • *Freelance Product Designer*

- Designed key mobile product journeys for a music licensing platform, including discovery, onboarding, creator profiles, upload, and publishing flows.
- Created the UI direction and reusable patterns across the end-to-end app experience.

DEC 2020 - JUN 2022

**Classlist**, Oxford, UK • Remote • *UI/UX Designer*

- Designed web and mobile experiences for a community platform connecting schools, parents, and local communities.
- Turned product requirements into user flows, prototypes, and production-ready interfaces, while also contributing illustration and visual assets.

APR 2017 - AUG 2019

**Pharos Digital Agency, Istanbul, Turkey · Hybrid · *Brand Supervisor / Art Director***

- Coordinated digital campaign production for Turkcell and Pegasus, organising the team preparing creative assets for final publication.
- Managed communication, feedback and approvals across client, creative and production teams through to release.

JUL 2011 - AUG 2016

**Bilyoner.com, Istanbul, Turkey · On-site · *Art Director / UI Visual Designer***

- Designed digital product experiences across Bilyoner's web and mobile ecosystem, from core UI and loyalty flows to campaign-led experiences.
- Worked across major redesigns, customer-facing features, and digital campaigns, combining UI/UX with visual and brand design.

2005 - 2011

**Earlier Experience, Istanbul, Turkey · On-site · *Graphic Designer / Art Director***

- Earlier roles across agency, digital and brand teams, spanning visual design, campaigns, web interfaces and art direction.

## Education

SEP 2009 - JUN 2012

**Anadolu University – *Brand Communication***

SEP 2001 - JUN 2003

**Sakarya University – *Computer-Aided Design***