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Top Skills
AI/ML Product Design
Design Systems & Component
Libraries
A/B Testing & Data-Driven Design
Conversion Rate Optimization (CRO)
Responsive & Adaptive UI Design
Human-Centered Design
UX Research & Usability Testing
Accessibility & SEO-Oriented Design
Visual Design & Branding

Certifications
UX / UI Specialization Certificate
Program
UX Research Methods: Card Sorting
Emotional Resilience Training
IIBA® User Experience Design and
Usability Training

Honors-Awards
A' Design Award -Interface and
Interaction Design Award 2020
Mixx Awards Turkey 2016/2017
Mixx Awards Europe 2014/2015
Mixx Awards Turkey 2015
Digitalage Awards 2013

Hakan Isler

Design Architect of AEO Vision
Toronto, Ontario, Canada

Summary

I've spent over a decade designing digital products for global brands, fast-growing startups, and SaaS companies. I started out in creative agencies, working on everything from logos and posters to full websites and apps. Those early years taught me how to move fast, work across different disciplines, and find smart solutions under pressure.

Over time, I shifted my focus from purely visual design to building systems—design systems, scalable workflows, and user experiences that grow with the product. I've designed for both B2B and B2C in finance, tech, e-commerce, and AI, and I've led projects and teams that reached millions of users.

Some highlights from my career:
• I helped secure a $2.5M investment at Unisyn by creating the product design strategy and investor-ready prototypes.
• I led design system architecture and cross-platform UX at iyzico, supporting close to 1M active app users.
• I directed large-scale redesigns for Foodpanda and other Delivery Hero brands across 15+ countries.
• I redesigned call center interfaces and self-service kiosks at Akbank, cutting service times and boosting customer satisfaction.
• I worked with startups worldwide during a freelance "world tour," adapting design for different cultures and markets.

For me, great design is about making things work better for the business, for the team, and most importantly, for the people who use it.

Portfolio: www.hakanisler.com

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Experience

AEO Vision
Co-Founder
June 2025 - Present (3 months)
Toronto, Ontario, Canada

As the Co-Founder and Chief Design Officer of AEO Vision, a B2B SaaS platform that measures and analyzes brand visibility scores across AI search ecosystems, I led the end-to-end design strategy from the company's inception through the investment stage.

I established the brand identity, corporate visual language, and Design System architecture — including design tokens, component libraries, responsive grid systems, and interaction patterns — to ensure scalability and consistency.

I implemented A/B testing frameworks, usability testing, and iterative prototyping to validate design decisions, while conducting UX research to uncover real user needs in complex workflows.

I regularly analyze customer feedback and behavioral analytics, translating insights into user-centered, data-driven, and conversion-focused design solutions that shape the entire product experience.

Unisyn Intelligence Corp.
Lead Product Designer
October 2024 - June 2025 (9 months)
Las Vegas, Nevada, United States

As the Lead Product Designer at Unisyn, I led the complete design direction for all company products and the central design system. I built the product's design strategy from the ground up, created core component libraries, and developed scalable interface patterns that supported both current requirements and the long-term product vision. My design foundations played a key role in securing a $2.5M investment, effectively demonstrating the product's usability, scalability, and market readiness through strategic pitch decks and prototypes.

Key Contributions

• I owned the end-to-end product design process, including creating the design system, ensuring quality and consistency across all products.
• I directed work plans and deliverables for the design team, fostering collaboration and alignment across disciplines.

• I collaborated with UX designers and analysts to craft visual designs for all user flows and developed scalable core components.
• I led A/B testing and user research initiatives to continuously refine designs based on data-driven insights.
• I partnered with AI developers to design intuitive, user-friendly interfaces for AI-powered features and workflows.

iyzico

1 year 3 months

Product Design Lead
September 2024 - December 2024 (4 months)
Istanbul, Türkiye

I started at iyzico as a Senior Product Designer and was later promoted to Product Design Lead, taking an active role in all major SaaS and large-scale B2C projects, serving nearly one million users. I managed the entire design process from discovery to delivery across mobile applications, web platforms, and marketing tools. I led cross-functional collaboration between design, marketing, and sales teams to align business goals with user needs, resulting in high-impact product releases.

Key Contributions
• I directed and mentored the design team, overseeing deliverables, task distribution, and UX workflows for both B2B and B2C products.
• I designed and maintained the company's atomic design system, ensuring scalability and brand consistency across platforms.
• I conducted user interviews, usability testing, and A/B testing to validate design decisions and optimize user experience.
• I managed the design and launch of mobile apps and SaaS platforms serving close to one million active users.
• I collaborated with marketing and sales teams to develop user-focused features that supported conversion and retention goals.
• I facilitated cross-functional workshops to ensure alignment between business objectives, technical feasibility, and design vision.

Senior Product Designer
October 2023 - November 2024 (1 year 2 months)
İstanbul, Türkiye

I oversee the design team's deliverables and task allocation. I manage end-to-end design processes and UX workflows for both B2B and B2C products. I lead user interviews and analysis at project kickoff and throughout

the UX cycle. I create wireframes and direct their conversion into high-fidelity UI, delegating by team strengths and tracking progress. I also establish and maintain iyzico's Design System, completing the full atomic architecture (tokens, components, patterns, documentation) and ensuring consistent adoption across platforms.

Delivery Hero Tech Hub
Senior Product Designer
July 2021 - October 2023 (2 years 4 months)
Berlin, Germany

As Senior Product Designer within Delivery Hero's global network, I contributed to the digital transformation and design system creation for Foodpanda and other brands across 15+ countries. I played a core role in the global website renewal project, adapting app-specific, non-responsive components into responsive web solutions and integrating them into the existing design system.

During the renewal process, I developed design rules and component libraries to improve Findability, Legibility, and Accessibility. I created an Accessibility library and implemented SEO-focused design enhancements, ensuring improved usability, discoverability, and performance for millions of users across Delivery Hero's portfolio.

Key Contributions
• I designed responsive web and mobile web templates for Foodpanda and other brands operating in 15+ markets.
• I adapted app-exclusive UI components for web usage by creating and integrating component libraries into the global design system.
• I developed an Accessibility component library to standardize inclusive design practices across brands.
• I led SEO-focused design improvements for redesigned and newly created pages, increasing discoverability and conversion potential.
• I collaborated with cross-functional teams (design, engineering, SEO, and content) to maintain brand consistency and enhance user experience across all markets.

Akbank
Senior UI-UX Designer
October 2019 - July 2021 (1 year 10 months)
Istanbul, Turkey

As part of Akbank's in-house Design Studio, I contributed to large-scale digital transformation projects for core banking applications, internal platforms, and enterprise services. My work focused on improving both customer and employee experiences through strategic, user-centered design solutions that directly impacted key business KPIs.

Key Contributions & Project Highlights
• Akbank Collective: Designed a multifunctional employee platform that digitized HR processes, enabling staff to complete most tasks without direct HR intervention. The platform improved employee experience, streamlined workflows, and enhanced access to information.
• Call Center Interfaces: Redesigned call center screens to shorten customer interaction times, resulting in faster credit processing and improved customer satisfaction.
• Branch Kiosks: Revamped self-service kiosk interfaces to make queue selection more intuitive, reducing errors and wait times.
• Employee Platforms: Added gamification features to internal platforms, increasing employee engagement and platform usage rates.
• Design System: Built and maintained a comprehensive design system used across all Akbank digital products, ensuring scalability and brand consistency.

Major Projects
• Akbank Collective – Multifunctional employee platform
• Akbank Integro – Core banking application platform
• Mobile Integro – Mobile version of banking applications
• Customer Contact Centre – Call center application
• SmartOps – Central operations management
• Bizbize – Internal collaboration web portal
• Branch SYS – Branch queue management system
• Smart Search – Internal search project
• GreenDoc – Document management system

mvmdigital
Head Of Art
January 2018 - October 2019 (1 year 10 months)
I led the creative department of the agency, making strategic design decisions for web, mobile, application, and brand projects. I defined the creative direction, set quality standards, and managed a multidisciplinary team to deliver brand-focused, user-centered solutions.

Key Contributions
• Managed the full design process for digital products, from UX architecture and wireframes to final UI design and development handoff.
• Directed the redesign of BSH Group's e-commerce platform, creating a scalable, user-centered design framework.
• Designed logos, packaging, and complete corporate identity systems to support client market growth.
• Oversaw the production of all marketing assets, including social media campaigns, digital advertising, and print materials.
• Created storyboards for advertising films, aligning creative narratives with marketing goals.
• Exercised final approval authority for all creative deliverables, ensuring design excellence across projects.
• Coordinated with executives and stakeholders to align product and marketing strategies.

World Tour (Asia and America)
Freelance UI/UX and Art Director
July 2017 - January 2018 (7 months)
Asia and America

While traveling across Asia and America and living in 16 different countries, I worked as a freelance UI/UX and brand designer for startups, agencies, and local businesses. I combined my professional expertise with insights gained from different cultural design principles to create tailored solutions for diverse markets.

I delivered a wide range of creative services including branding, visual identity design, logo creation, print and poster design, pitch deck presentations, web design, and mobile app UI/UX. I collaborated with startup founders to define product visions, create user flows, and design MVPs supported by scalable design systems.

Key Contributions
• I designed complete brand identity systems including logos, typography, color palettes, and visual guidelines.
• I created marketing materials such as posters, brochures, and social media campaign assets.
• I designed responsive websites and mobile app interfaces, ensuring usability and accessibility standards were met.

• I developed pitch decks and investor presentation designs that communicated product vision and market potential.
• I defined user flows, built wireframes, and created high-fidelity prototypes for startup products.
• I established modular design systems to support MVP launches and future scalability.
• I adapted design solutions to local cultural aesthetics and market expectations while maintaining global usability standards.

mvmdigital
Art Director | UI
June 2015 - June 2017 (2 years 1 month)

I have taken on responsibilities in determining strategies for brands undergoing digital transformation, specifically transitioning from Flash design language to HTML design language. This includes the development of a design language that aligns with these strategies.

Clients: BSH, HDI sigorta, Generali Sigorta, Bosch, Siemens, Profilo, Ülker, Anadolu Group, Burger King, G.A.P., Sinpaş, Sanpa, Vodafone, Yurtiçi Kargo, etc...

Caretta
Jr. Art Director
September 2013 - May 2015 (1 year 9 months)

I was responsible for developing internet solutions for major companies and ensuring the correct features for internal communication were identified and incorporated into the design. Within the framework of Cretta Software, I implemented B2B solutions and B2C solutions for numerous companies.

Clients: Garanti, BAYER, Sanofi, Ülker, Bosch Home Türkiye, Profilo Dayanıklı Ev Aletleri, Vestel, Çiçek Sepeti, ASUS, MACFit, Paşabahçe, Fanatik, Karadeniz Holding, Emaar Square, Turkcell, Samsung, Nike, Ariel, D'S Damat, ÇiçekSepeti....

Terminal İstanbul
Jr. Art Director
February 2013 - September 2013 (8 months)

At Hasbro, I was responsible for the design of all printed promotional materials and the packaging of upcoming board games. I played a role in creating new branding and aligning these brands with the corporate identity. Thanks to

my drawing - digital painting skills, I collaborated with creative writers in the preparation of storyboards for commercials.

Suleyman Demirel University
Graphic Designer
September 2010 - June 2012 (1 year 10 months)

I started working part-time as a graphic designer by passing a specially organized exam for the university's advertising-promotion department. Among my responsibilities in this department were preparing promotional materials for the university, formatting these designs into suitable print formats, and overseeing the printing processes. Additionally, I was tasked with creating storyboards for advertisements.

Education

Süleyman Demirel Üniversitesi
Graphic Design · (2008 - 2012)

Eastern Mediterranean University
Mechanical Engineering · (2006 - 2008)