

# Atakan Bacaksiz

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## Product Designer

### WORK EXPERIENCE

#### Param, November 2023 - Present

##### Product Design, Full-time

- Param provides integrated financial solutions across payments, accounts, lending, and loyalty for B2C, B2B, and B2B2C markets.
- Improved design system understanding by **60%** through clear video and visual documentation
- Improved load time by **20%** by optimizing the design system by adjusting component properties and utilizing variants.
- Designed edit mode for profile pop-up, reducing the steps required to leave an organization by **40%**.
- The Design team was **8** people, reporting to the Director of Digital Channels.

#### Smartcoach (Bootcamp), June 2023 - July 2023

##### Product Design

- Smartcoach is a web app that helps amateur football coaches to manage practices and matches.
- Crafted event organization flow, resulting in a minimum **30%** decrease in average spending time
- I was the only designer working with 1 Product Manager and 2 Developers.

#### GreaTR, June 2021 - August 2021

##### UX/UI Design, Contractor

- GreaTR offers networking, internships, and events for international students.
- My focus was on feed, calendar, and search features that facilitated networking, internship search, and event participation.

### EDUCATION

#### Visual Communication Design

Sakarya University, September 2022 - June 2026

### CERTIFICATIONS

#### Foundations of User Experience (UX) Design, August 2021

Google

### SKILLS

Design System, Figma, HTML/CSS/JS, Interaction, Jitter, Motion, Product Design, Rive, Visual Design, Webflow