HAZAL MERVE AKAN

product professional

Hi,

I am Hazal. I am an Ankara-based designer currently working as product manager at Yenibiriş.

I am a product manager who has experience in the fields of industrial product design and interface design. My work has been recognised in international competitions like Plus X, IDA, European Product Design, Good Design Awards. I believe that Product Managers with a design background have the ability to connect the dots between business goals, customer needs, and user experience to help develop the right strategy.

Three things that define me as a product professional are empathy, curiosity and dedication. I love asking questions and searching for the best experiences.

Consequently, as a new product manager, I am very excited and eager. There is a lot to learn and experience. For further questions please contact me!

Best Regards,
Hazal Merve Akan

Contact

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HAZAL MERVE AKAN
Product professional

CONTACT

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5069679006

EDUCATION

BS Industrial Design/ 2017

Middle East Technical University

HONORS & AWARDS

- **Plus X Award 2019/** Cromo
- **European Product Design Award 2019/** Mate
- **International Design Award 2020/** Mood
- **Good Design Award 2020/** Cromo

PATENTS

- **Twirl/** Bosch

  TR 2017/04027 Issued Dec 11, 2017

- **Cromo/** Vestel

  TR 2019 06930 Issued Now 1, 2019

CERTIFICATIONS

- **Design for the 21st Century with DonNorman/** IDF
- **Conducting Usability Testing/** IDF
- **Gamification - How to Create Engaging User Experiences/** IDF
- **Journey Mapping/** IDF
- **User Experience Research/** Userspots
- **User Experience/** Userspots

REFERENCES

- **Tanju Öztürk /** CPO at Yenibiriş

  +90 5343590804

- **Çağlar Atambay/** UX Lead at Hepsiburada

  +90 5327316091

EXPERIENCE

Yenibiriş / Product Manager

2024 February- Present

- At Yenibiriş, we develop both B2B and B2C human resources products. As a product manager, I am responsible for determining the product strategy. To determine the right strategy, I try to be a bridge between the user, the product and the company. To do so, I am an active participant in user researches. I also attend business meetings with the operations teams to understand the needs of the customer side. After identifying the needs of users, customers and management, I create a roadmap. When creating the roadmap, I evaluate the tasks against the goals we have set for the quarter (revenue, experience, strategy and effort). Depending on the results, I divide the tasks into sprints.

Hepsiburada/ UX Designer

2021 December- 2024 February

- In my role as a Product Designer at Hepsiburada, I contributed to the design of the "Oynadıkça Kazan" gamification project, the "Promo" campaign project, the "Premium " user loyalty project, the "Travel" project, and most recently, the "Buy Journey" project. While serving as a designer, I actively participated in the research phases of these projects.

HediyeSepeti/ UX Consultant

2021 December- Present

- I take part in the design and research processes of Hediye Sepeti web page. I collaborate with the software team, the customer experience team and the product team.

HediyeSepeti/ Art Director & UX Designer

2021 March- December

- As an art director, I am responsible for researching product trends and competitor reviews. It is among my responsibilities to transfer the outputs of these studies to the product development team.
- As a user experience designer, I am responsible for the user experience on both the mobile app and the website. I collaborate with the software team and the customer experience team.

Vestel Electronics/ Industrial Designer

2019 November -2021 March/ Senior Industrial Designer

- I manage OEM customers' line-ups.

2018 November-2019 November/ Industrial Design Specialist

- I took part in concept projects.

2017 November- 2018 November/ Industrial Designer

- I took part in TVs design, remote controls design and smart board accessories design. During the product design process, I was responsible for creating the first ideas, modeling, rendering and preparing the ideas' presentations...