Beyza Erik

UI/UX Designer & Webflow Developer

I have over 4 years of experience designing and developing user-centered digital products that are both functional and visually compelling. My work bridges the gap between aesthetics and usability, resulting in seamless experiences that align with business goals and user needs.

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Portfolio / www.beyzaerik.com
Location / Istanbul, Turkey

Experience

Storyly | UI/UX Designer & Webflow Developer

December 2024 - Present (Freelance)
April 2022 - December 2024 (Full-time)

- Designed in Figma and developed in Webflow, delivering technically precise, user-centered, and pixel-perfect web experiences.
- Conducted usability improvements and enhanced visual hierarchy to meet user needs effectively.
- Contributed to the Showcase App and Studio Platform projects by designing components and pages as part of the product development process.
- Collaborated effectively with cross-functional teams to align design goals with business objectives.
- Created a Design System aligned with brand standards, improving design consistency and enhancing the efficiency of design processes within the team.

Kiralarsın | UI/UX Designer

June 2021 - December 2022

- Designed a visually appealing, functional, and user-centered rental platform. Created product designs for screens with features such as extending rental periods.
- Optimized mobile and desktop interfaces, developing responsive designs tailored to user needs for both web and mobile platforms.
- Implemented design strategies aligned with business goals to enhance the user journey.

Sosyopix | UI/UX Designer

January 2021 - April 2022

- Redesigned the homepage and other detailed pages with a user-centered approach, developing responsive designs for web and mobile platforms.
- Designed and optimized Android and iOS applications to meet user needs and enhance platform performance.
- Developed user-friendly interfaces using usability testing, prototyping, and card sorting techniques.
- Created a Design System aligned with brand identity and user experience standards, improving design consistency and efficiency.
- Delivered more intuitive and consistent designs to enhance customer satisfaction.
- Established a streamlined design process that increased productivity and reduced iteration cycles.

Skills

UX Design
UI Design
Wireframing & Prototyping
Usability Testing
Design Systems
Interaction Design
Responsive Design
Attention to Detail
Collaboration & Problem-Solving
Time Management
HTML & CSS Knowledge

Tools

Figma
Webflow
Adobe XD
Adobe Illustrator
Jitter
Rotato

Certification

English Language Certificate – B2 Level
English Path Dubai / Jun 2025

Webflow 101 - Certification Exam
Webflow / Jun 2023

Webflow Training
Userspots / Nov 2022

User Interface Training
Userspots / Jan 2021

Education

Sports Management
Istanbul University / 2014 - 2018

Certification

Turkish
Native

English
B2 – Upper Intermediate (Certified by English Path Dubai, Jun 2025)