

Nice Uysal

PRODUCT DESIGN LEAD

Details

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Links

nicedesigns.me
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Skills

End-to-End Product Design
(Mobile & Web)

Animation & Micro-interactions

User Research & Usability Testing

Prototyping & High-Fidelity UI

Design Systems

Responsive Web Design

Leadership & Mentoring

Accessibility Standards

Workshop Facilitation & Design Sprints

Cross Functional Collaboration

A/B Testing / Experimentation

Checkout Flow & Transaction Success

Stakeholder Engagement

Agile Product Management

Growth Design

Profile

Product Design Lead with 10+ years of experience shaping scalable, user-centered products across **fintech, SaaS, entertainment, and consumer platforms**. I bring a balance of **hands-on product craft and leadership**—leading teams, driving growth-focused design, and improving payment and checkout experiences for millions of users. My expertise spans **end-to-end product design, user research, and prototyping**, with a track record at global companies like **Spotify** and high-growth startups such as Carry1st and Twin. I thrive in cross-functional environments, combining strategic thinking with **data-informed design** to deliver business impact.

Key Skills

End-to-End design ownership | Fintech & Payments UX | Growth & Conversion Optimisation | Cross-Functional Collaboration | Design systems | Design Leadership & Mentoring | Cross-Functional collaboration

Focused Industries

Fintech & Digital Payments | SaaS & Consumer Platforms | Banking & Financial Services | E-Commerce & Marketplaces | Gaming & Esports | Entertainment & Media | EdTech & Wellness

Employment History

Lead Product Designer, Carry1st

MARCH 2024 – JULY 2025

Led a team of 3 designers, while building process structure and design impact, to implement a new design culture focusing on data and user input.

- Introduced systematic design thinking with sprints, design critique and grooming sessions.
- Created a new, living design system with more than 1000 components.
- Led and designed the entire end-to-end design flow for a new Payment API that envisioned a 3 million dollar revenue in 2 years.
- Worked on features that increased the payment success by 5% in 4 months.
- Helped create a new product which will be integrated in products like Epic Games and Riot, and is estimated to be used by 2M users around the world
- Led a project that decreased the bounce rate on the payment completion page by 18% in 3 months.
- Increased overall team satisfaction from 2.3 to 5 in a year.

Product Designer 2, Spotify

JANUARY 2022 – JANUARY 2023

Product designer for the Experimentation Platform, focusing on introducing a designer's perspective to an engineering-based domain.

- Partnered with 3 squads in agile sprints to ship 5 key features across the product.
- Collaborated with researchers to lead 10+ interviews and synthesised insights that influenced 3 major product decisions.
- Re-architected internal platform used by 5K+ Spotify data scientists, improving the flow and increasing task completion, thus helping increase the end-of-year user satisfaction survey rate by 10 points
- Built trusting relationships with stakeholders, developed and delivered design workshops and enabled positive influence.
- Created high-fidelity wireframes, multiple concepts for design problems, and prototypes for engineers and user studies.

- Embedded design thinking into an engineer-driven product environment.

Senior Product Designer, Faceit

JANUARY 2022 – JANUARY 2022

Faceit is the leading competitive gaming platform for popular games like CS: GO, TF2, and Rocket League. Here I worked as a senior product designer, arranging workshops and organizing research studies.

- Designed and validated a new format to join leagues and form teams, which increased player engagement across 1M+ users.
- Organized and conducted user interviews using creative methods like Discord chats and AI prompting.
- Analyzed and presented the data from research
- Created multiple concepts for design problems
- Organized and facilitated design workshops with stakeholders
- Helped create a data-driven product environment

Lead Product Designer, Twin

JANUARY 2020 – JANUARY 2022

Twin is an app that aims to enhance the learning experience for children worldwide. Here I was responsible for the full development process from strategy to implementation. I am responsible for both usability and the creative outcome of the product.

- Lead the end-to-end design processes and build strong connections with business decision makers.
- Designed and shipped +5 new features in one year
- Established & helped maintain the design system
- Drove the product strategy forward
- Increased retention rate globally by 100%
- Released subscription to help growth with a trial to conversion rate of 45%
- Ran A/B tests for new users and increased their activation rate by 50%

UI/UX Designer, Userspots

JANUARY 2018 – JANUARY 2020

Userspots is one of the top 3 UI/UX agencies in Turkey. With them, I had the opportunity to work on complex projects, including banking applications and E-trading websites. Here I took part as a UI/UX designer in projects such as Vakifbank, Metro, Bilyoner, etc.

- Delivered +10 responsive web projects and for +5 mobile applications
- Won a #1 prize with the project "Axa Fit" for PSM "Innovative Customer Interaction and Experience" category
- Created user centered and engaging user interfaces
- Conceptualized & led design workshops for client teams
- Tested the shipped products to ensure the quality of development
- Prepared UI benchmark reports
- Collaborated with stakeholders with Agile methodologies

Previous experience

2011 – 2018

- Contentus / Digital Designer 2017 - 2018
- Rework Agency / UI/UX Designer 2014 - 2016
- Pixelplus / Digital Designer 2014 - 2011
- Dsm Group / Graphic Designer 2011 - 2014