



DUYGU KARABAKAL GUNDOGDU

Designer / Creator / Illustrator / Communicator

Leiden, Netherland

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duygukarabakal.webflow.io

With a strong background in design,

I specialize in creating customized UI/UX solutions, branding,
and visuals tailored to the unique needs of businesses.

EXPERIENCE

Self-Employed

DIGITAL PRODUCT DESIGNER

Leiden · Since 05.2021

ITACA LEIDEN Offers Physical Theatre & Improvisation courses. itacaleiden.nl

Shaped the brand's visual identity and digital presence from the ground up.

- Collaborated closely with the founder weekly, translating the brand's vision into a comprehensive design language.
- Designed the logo and all core branding elements, which served as the foundation for the entire project.
- Led the end-to-end design process for the website, development of a custom, fully functional website using Webflow.

INTRODUS (LEAPEO) A B2B company offering an employee onboarding platform from Copenhagen.
introdusapp.com

As the first designer at Introdus, I was entrusted with establishing the company's foundational design language and ensuring a cohesive user experience across all digital products such as app and the SaaS dashboard.

- Played a key role in leading the visual identity and UI design for the company's app and SaaS dashboard.
- Developed a two-shade color system that allowed client companies to easily brand their app versions in line with their visual identity.

OGOO A digital agency specializing in intranets, frontend development. ogoodigital.com

Led the creative direction and interface design for Ogoo's intranet-based employee application, Workly (Juno).

- Led the branding, new feature development, and interface design for the employee app, Workly (Juno).
- Created a variety of marketing assets, including static and motion designs for social media, digital ads, and email campaigns.

Employed

DIGITAL PRODUCT DESIGNER

Istanbul · 01.2019 - 01.2020

ILAB VENTURES A venture capital firm established a powerful presence in Türkiye's digital ecosystem with a diverse portfolio of companies across sectors such as E-commerce, Classifieds, comparison.
ilab.com.tr

Focused on strengthening iLab's brand and product design practices to drive innovation, consistency, and to evolve creative standards through cross-functional collaboration. Thrived in a fast-paced, agile environment, gaining valuable experience.

- Led a newly established role within a newly formed in-house product team,
- Co-led the full redesign of Emlakjet Mobile(real estate marketplace with 500K+ active users emlakjet.com), a focusing on key user flows, usability, and a scalable design system.
- Designed for kariyer.net—Turkey's leading HR and recruitment platform - transformed wireframes into intuitive, user-centered interfaces to boost accessibility and engagement.
- Contributed to the launch of the new features for arabam.com, designed interfaces and components for both web and mobile platforms, and produced marketing visuals such as landing pages and ads.
- Strengthened technical, visual and interpersonal skills while working across multiple brands under iLab's umbrella.

VISUAL & WEB DESIGNER

Istanbul · 05.2018 - 12.2018

HOSTAMEDIA An award-winning creative agency focused on hospitality, and banking sectors, boutique brands.
hostamedia.com

Designed consistent and user-friendly visual assets for websites strengthening both usability and brand identity. Co-worked with a senior designer and development team to deliver elegant, conversion-focused websites.

- Participated in the early stages of a new banking project for Kuveyt Türk, designed a modern and user-friendly experience for their digital banking platform SeninBankan. I created isometric illustrations in Adobe Illustrator for better visual storytelling.
- Worked on award-winning projects for hospitality brands, including The Marmara, a well-known hotel in Istanbul, and boutique lifestyle brands like Zeynep Arcay and Misela.
- Developed alternative creative website concepts to offer clients a broader creative vision and deliver more tailored final solutions.

DIGITAL PRODUCT & VISUAL DESIGNER

Istanbul · 03.2017 - 04.2018

SINEMIA Sinemia was a subscription-based service for movie-ticket plans. Ceased its operations in 2019.

Worked as the first and only in-house designer, collaborating closely with the product managers, developers, marketers, content creators, and the sales team.

- Played a key role in shaping the visual identity and design systems during the growth phase in a startup environment.
- Designed a wide range of digital marketing assets—including landing pages, ad creatives, email visuals, and performance-driven banners—contributing to a 30% increase in subscribers in Turkey within a year and supporting the company's expansion into the USA, UK, and Australia.
- Created visual social media content highlighting new movie releases to engage the movie-lover community and boost brand visibility
- Took a lead role in the concept creation and design of a new social platform 'Moviefriend' aimed at helping users find movie companions—developed branding, UI/UX, and creative materials, working hands-on with iOS, Android, and web developers.
- Led the redesign of Sinemia's website and social platform, improving user experience and visual appealing.

EDUCATION

Bachelor's in Graphic Design
Hacettepe University, Ankara
(240 ECTS), Grade: 3.27
2011 - 2016

L'ESA Saint-Luc Liège
(Exchange student)
09.2013 - 02.2014

NOMINATION

Golden Spider Web Awards
Zeynep Arcay, Senin Bankan

LANGUAGE

English (Fluent), **Dutch**
(Beginner), **Turkish** (Native)

CERTIFICATION INTERESTS

Digital Game Development
TED University

UX traineeship
Userspots UX Agency

Books, Movies, Physical Theatre,
Dance, Riso Printing, Screen
Printing, Decoration, Sewing,
Ukulele, Cultures, People,
Psychology, Food, Nature,
Plants, Running, CrossFit, Yoga,
Meditation,

SKILLS

COMMUNICATION **Emphatic** **Attention to detail** **Problem solver** **Collaborative** **Open to feedback** **Positive attitude**

TOOLS **Adobe Creative Suite** **Figma** **Webflow** **Procreate** **HTML & CSS**

VISUAL DESIGN **Typography** **Color theory** **Layout design** **Consistency** **Composition & visual hierarchy** **Illustration** **Iconography**

DIGITAL PRODUCT DESIGN **Design systems** **Mobile & web apps** **SaaS products** **Data visualization** **Responsive design principles**

Dashboards **Landing pages** **Emails** **Slide Decks**

MULTIMEDIA & MOTION CONTENT **Simple animation** **Motion graphics** **Social media content creation**