



Emirkan Erkara

Lead Product Designer

Based in Frankfurt am Main · Open to relocation



Contacts

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Professional Profile

Lead Product Designer specialising in complex products across industries (travel tech, automotive/HMI, e-commerce). I turn intricate workflows into simple, accessible interfaces, build design systems that scale and partner closely with engineering to ship fast and safely. Strong in strategy, systems, IA, mobile flows, accessibility, prototyping, and handoff.



Work Experience

- Lead Product Designer**
airuerk Service GmbH · Full-Time
Feb 2025 - Present
Frankfurt am Main, Germany
Strategically leading UX for B2B travel tools and the multicheck app, translating complex booking/ticketing into clear, mobile-first flows. Building a modular design system and scaling AI-driven content operations, personalization and orchestrating end-to-end airline campaigns across social, SEO, and CRM. Targeting >€1B by mid-2026 across subsidiaries.
- UX/UI & Communications Designer**
Hyundai Motor Europe TC · Internship
Sep 2024 - Jan 2025
Rüsselsheim, Germany
Diligently supporting HMI prototypes with Figma components, clickable prototypes and documented states/edge cases. Producing internal/external communication assets and standardizing typography and iconography. Systematically capturing usability-review findings to drive iteration.
- UX/UI Designer**
Audi AG · Internship
Feb 2024 - Aug 2024
Ingolstadt, Germany
Exploring and testing wHUD/AR-HUD HMI patterns for in-vehicle contexts. Outcome: Conceptualized the user experience of a gaming hub for Audi vehicles and presented a live demonstration to decision-makers.
- Co-Founder**
Swap · E-Commerce Brand
Apr 2024 - Feb 2025
Nürnberg, Germany
Creating brand identity and a Webflow storefront, refining PDP/checkout for clarity and trust. Designing social content, achieving 12M+ Reels views and 100k+ likes. Defining packaging guidelines and an asset pipeline for repeatable production.

[more on the website](#)



Education

Vienna University of Applied Sciences

Bachelor's degree · Interactive Media ·
User-Centered HMI Designs in Vehicles

Oct 2021 - Jun 2024

Den Haag University of Applied Sciences

Exchange Semester · Marketing Management

Feb 2023 - July 2023



Top Skills

- Design strategy
- Design systems
- Information architecture
- User flows
- Wireframes
- Problemsolving
- Prototyping
- AI prompting
- Grid systems
- Machine Learning
- Accessibility
- Communication
- Edge cases
- Data Visualization
- Product microcopy
- Micro-interactions



Languages

English

Professional working proficiency

German

Native or bilingual proficiency

Turkish

Native or bilingual proficiency

French

Elementary proficiency



Key Areas

Design Systems & UI Architecture

Rapid prototypes · scalable components & variants

Mobile UX & Accessibility

Usability sessions · clear validation & error copy

Delivery, Handoff & Quality

Dev-ready specs · code alignment

Branding & Visual Identity

Positioning · tone of voice · logo/typography/color

AI tooling

Complex into Clear · smart automation · personalization