

# Duygu Karabakal

Digital Product Designer | UI and Design Systems

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My next career aim is to contribute to permanent initiatives where I can dedicate my specialization to developing large-scale, usable interfaces for complex digital products while embracing new challenges and continuous growth.

## Experience

**Designer & Art Director @ Itaca Leiden**, Leiden · 09.2024 - 03.2025, Freelance

- Established the visual identity and digital presence for a new physical theatre academy, collaborating with the founder to translate their brand vision into a design language.
- Led the end-to-end design and development of a custom, fully functional website using **Webflow**, which enhanced the user experience for course discovery and registration.

**Digital Product Designer @ Leapeo(Now Introdus)**, Copenhagen · 09.2022 - 10.2023, Freelance

Leapeo is a B2B,HR-tech company specializing in employee onboarding. [introdusapp.com](http://introdusapp.com)

- Collaborated closely with the CTO
- Designed a style guide and reusable UI components to support consistency, accessibility, and visual hierarchy for the company's app and SaaS platform.
- I organized the **white labeling** process by creating a core system of different color codes and variables that could be applied directly to each company's branding for easy customization.

**Digital Product Designer @ Ogoo**, Istanbul · 05.2021 - 09.2022, Freelance

A digital agency specializing in web and app development. [ogoodigital.com](http://ogoodigital.com)

- Led feature implementation and interface designs for Ogoo's employee application, [Juno](#).
- Created a variety of marketing assets, including **landing pages, motion graphics for social media, digital ads, and email campaigns**.

**Digital Product Designer @ iLab Ventures**, Istanbul · 01.2019 - 01.2020, Fulltime

iLab is a venture capital firm that established a powerful presence in Turkey's digital ecosystem with a diverse portfolio of companies across sectors such as E-commerce, Classifieds, Comparison. [ilab.com.tr](http://ilab.com.tr)  
Focused on strengthening iLab's brand and product design practices to drive, and to evolve through **cross-functional collaboration**. Thrived in a fast-paced, agile environment.

- **Worked for an in-house product team** to strengthen iLab's brand and product practices, driving innovation and consistency across the portfolio.
- **Led the redesign** of Emlakjet Mobile(**real estate marketplace with 500K+ montly active users** [emlakjet.com](http://emlakjet.com)), created user-friendly components and detailed design system to reduce bounce rates.
- Designed for [kariyer.net](http://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](http://arabam.com)(**Online car classifieds**), designed interfaces and components for both web and mobile platforms, and produced marketing visuals such as landing pages and ads.

**Visual & Web Designer @ Hostamedia**, Istanbul · 05.2018 - 12.2018, Fulltime

An award-winning creative agency focused on hospitality, banking sectors, boutique brands.  
[hostamedia.com](http://hostamedia.com)

- Co-worked with a senior designers and development team to deliver elegant, conversion-focused websites.
- Participated in the early stages of a new banking project for [KuveytTurk](#), designed a modern and user-friendly experience for their digital banking platform [SeninBankan](#). I created isometric illustrations in Adobe Illustrator for better categories empowered with 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.

#### **Digital Product Designer @ Sinemia, Istanbul · 03.2017 - 04.2018, Fulltime**

Sinema was a B2C, 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 **fast-paced startup environment**.
- **Increased subscriber base by 30%** in Turkey within one year by designing high-performing landing pages, ad creatives, and email visuals, directly supporting the company's expansion into the USA, UK, and Australia.
- 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, user interface, and creative materials, working hands-on with iOS, Android, and web developers.

### **Education**

#### **Bachelor's in Graphic Design at Hacettepe University**

Ankara, Turkiye · 2011 - 2016  
(240 ECTS)

#### **Graphic Design at L'ESA Saint-Luc**

Liège, Belgium · 09.2013 - 02.2014  
(Exchange student)

### **Certification & Skills**

**Digital Game Development**, 3d modeling with Blender and Unity, TED University, 2017

**UX Camp**, Traineeship, Userspots UX Agency, 2017

**Technical Skills:** Figma, Adobe Creative Suite, Sketch, Zeplin, Webflow, Blender, Unity.

**Design Skills:** Visual Design, Illustration, UI/UX Design, UI Principles, Prototyping, Wireframing, User Flows, Journey Mapping, Brand Identity, Design Systems, Responsive Design, Motion Design, Information Architecture.

**Soft Skills:** Cross-Functional Collaboration, Product Thinking, User-Centered Design.

**Interests:** Physical Theatre, Dance, Printing Methods, People, Psychology, Food, Nature, Plants, Running