

Duygu Karabakal

Designer

[Portfolio](#)

[Linkedin](#)

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As a Designer specializing in User Interface and Visual Design, I am passionate about bringing clarity, aesthetics and structure to complexity. My goal is to dedicate my expertise to contributing to permanent initiatives where I can drive usability and growth. I offer your organization a powerful blend of design thinking and a proven ability to transform complex challenges into clear user experiences.

WORK EXPERIENCE

Creative Workshop Facilitator @ Korian

Leiden · 11.2025 - Current (Volunteer)

Designer @ Itaca Leiden

Leiden · 09.2024 - 03.2025 itacaleiden.nl

ITACA Leiden offers courses in Physical Theatre & Improvisation for international people.

- Established the visual identity, creative assets and led the end-to-end design and development of a custom website using Webflow.
- Collaborating with the founder to translate their brand vision into a design language.

Digital Product Designer @ Leapeo

Copenhagen · 09.2022 - 10.2023

introdusapp.com

Leapeo(Now Introdus) is a B2B, HR-tech company specializing in employee onboarding.

- Collaborated closely with the CTO to elevate the SaaS platform's and App's design system to ensure consistency, accessibility, and a clear visual hierarchy.
- Key contribution was streamlining the white-labeling process.

Digital Product Designer @ Ogoo

Istanbul · 05.2021 - 09.2022 ogoodigital.com

Ogoo is a digital agency specializing in web and app development.

- 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 ilab.com.tr

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.

- Worked in a newly established in-house product team to strengthen iLab's brand and product practices through cross-functional collaboration.
- Led the redesign of Emlakjet Mobile(real estate marketplace with 500K+ monthly active users emlakjet.com), created user-friendly components and a detailed design system to reduce bounce rates.

- Designed for kariyer.net, Turkey's leading recruitment platform - transformed wireframes into intuitive user-centered interfaces to boost accessibility.
- Contributed to the launch of the new features for arabam.com(Online car classifieds).

Visual & Web Designer @ Hostamedia

Istanbul · 05.2018 - 12.2018 [hostamedia.com](https://www.hostamedia.com)

An award-winning creative agency focused on hospitality, banking sectors, boutique brands.

- 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.
- Created isometric illustrations 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

Sinemia 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.
- 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 App
- 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, Türkiye · 2011 - 2016
(240 ECTS)

Graphic Design at L'ESA Saint-Luc

Liège, Belgium · 2013 - 2014
(Exchange student)

CERTIFICATION & SKILLS

- Digital Game Development, 3d modeling with Blender and Unity, TED University, 2017
- UX Camp, Traineeship, Userspots UX Agency, 2018

Technical Skills: Figma, Adobe Creative Suite, Webflow.

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