

YALCIN GOKER TASEZEN

Senior Product Designer | B2B SaaS & Enterprise Platforms

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PROFESSIONAL SUMMARY

Senior Product Designer with 10+ years of experience across digital products, B2B SaaS, enterprise platforms, visual design, and brand systems. Specialises in turning ambiguous business requirements, dense operational data, and multi-role workflows into clear, scalable product experiences. Experienced across discovery, information architecture, interaction design, high-fidelity UI, prototyping, design systems, usability validation, and developer handover. Works closely with product owners, business analysts, developers, and senior stakeholders in technically constrained environments, including Oracle APEX.

SKILLS

B2B SaaS; Enterprise UX; Complex operational workflows; Internal tools; Information architecture; Interaction design; User journeys; Task flows; Wireframing; Prototyping; Responsive web and mobile design; Data-heavy tables; Dashboards; Filters and forms; Design systems; Component libraries; Design tokens; User research; Usability testing; Agile product development; Stakeholder management; Developer handover; Figma; Miro; Jira; Confluence; Adobe Creative Suite; AI-assisted prototyping and documentation

PROFESSIONAL EXPERIENCE

Rail-Flow GmbH & SimplyDeliver B.V. - Senior UX/UI Designer / Product Designer

Jul 2024 - Aug 2026 | Berlin / Remote

- Designed enterprise SaaS products for rail freight and logistics operations, translating complex commercial and operational requirements into structured user-centred workflows.
- Led UX and UI work across transport requests, provider offers, order management, Track & Trace, customer portals, operational dashboards, and mobile logistics applications.
- Simplified data-heavy forms, tables, filtering systems, and multi-step processes used by logistics providers, terminal staff, planners, and operational teams.
- Designed within Oracle APEX and Universal Theme constraints, balancing user needs, technical feasibility, reusable components, and implementation standards.
- Collaborated with product owners, business analysts, developers, CTO-level stakeholders, and customers to clarify requirements and turn ambiguous concepts into actionable product solutions.
- Created user journeys, task flows, wireframes, interactive prototypes, UI specifications, and implementation guidance for web and mobile products.
- Developed and maintained reusable design systems, page libraries, component libraries, and product-specific visual guidelines.
- Owned the end-to-end design lifecycle of the SimplyDeliver Driver App, including user needs, journey mapping, interface design, usability feedback, and iterative improvements.
- Designed role-based mobile workflows for terminal operations, including active train tracking, inspections, task status updates, and operational handovers.
- Designed validation and document-review experiences for an AI-supported transport data processing product, enabling users to review extracted information, identify missing data, and resolve errors before completing operational orders.
- Introduced AI-assisted workflows using Figma Make, specification frameworks, and coding assistants to accelerate prototyping, documentation, and developer handover.

Octo Story - Senior Art Director & UX/UI Designer

Sep 2021 - Aug 2022

- Designed responsive websites, digital products, landing pages, and mobile experiences for multiple clients and industries.
- Translated business objectives and customer needs into information architecture, user journeys, wireframes, prototypes, and high-fidelity interfaces.
- Collaborated with clients, developers, and marketing teams throughout the design and implementation process.
- Led projects from early concept and content structure through visual design and final delivery.

Layermark - UI Designer

Oct 2020 - Jun 2021

- Designed an iPad-based enterprise asset-management platform for DC Water field and operational teams.
- Created workflows and interfaces for asset tracking, inspections, maintenance, and field operations.
- Translated complex operational data into clear, task-oriented interface structures and reusable UI patterns.
- Collaborated with product and development teams to support implementation and iterative improvement.

Nature's Wild Organic, Inc. - Senior Art Director

Jan 2015 - Apr 2019

- Led art direction, branding, packaging, digital communication, campaign, presentation, and web design projects.
- Built consistent visual systems across physical and digital customer touchpoints.
- Managed creative projects from concept development through production and delivery.

SELECTED PRODUCT EXPERIENCE

Rail Freight Provider Management: Request and offer management, feasibility reviews, commercial deadlines, operational status, and mobile decision workflows.

AI Data Processor: Document preview, extracted-data validation, error resolution, and editable shipment information for PDF- and EDI-based processes.

Driver and Terminal Applications: Mobile-first workflows for drivers, gate staff, shunters, and terminal operations.

Enterprise Design System: Reusable components, page patterns, design tokens, and implementation standards for Oracle APEX products.

EDUCATION

Bachelor of Fine Arts - Mugla University | 2004 - 2010

UI/UX Design - Bricks Academy | 2021 - 2022

LANGUAGES

Turkish - Native | English - Professional proficiency | German - A1/A2, actively improving