

AYSENUR AKCAY

UX & Product Designer

UX and product designer with a background in industrial design and marketing communications, focused on creating clear, testable experiences across physical products, services, and digital interfaces. I use user research, journey mapping, information architecture, user flows, and high-fidelity prototyping to turn complex needs and constraints into product directions teams can evaluate and build.

📍 Zlín, Czechia ✉️ aysenurakcayy.is@gmail.com ☎️ +420 776 729 968 🔗 [linkedin.com/in/aysenurakcayy](https://www.linkedin.com/in/aysenurakcayy) 🌐 aysenurakcayy.design

EXPERIENCE

Marketing & UX/UI Designer Intern — Marketsoul s.r.o.

Jun 2025 – Sep 2025 | Zlín, Czechia

- Designed landing-page screens and campaign assets for client projects, refining content hierarchy and visuals through team feedback before final delivery.
- Created a logo and campaign banner for another Czech-market client, translating brand requirements into final assets. Used ChatGPT to explore market context and copy directions, then refined the messaging and visuals in Figma, Illustrator, and Photoshop.

Freelance — Multidisciplinary Designer

2022 – Present | Online

- Delivered multidisciplinary design commissions across visual identity, digital communication assets, and custom one-off furniture, translating client needs and practical constraints into clear design outcomes.
- Managed projects independently from brief clarification and concept development through client feedback, iteration, revisions, and final delivery using Figma, Illustrator, and Photoshop.

Operations & Service Design Support — VizyonPen Ltd. Şti. (Egepen Deceuninck Dealer)

Jun 2021 – Present | Kocaeli, Turkey

- Mapped the customer journey from initial request and measurement through production and installation, identifying repeated visits, scheduling conflicts, missing handover information, and limited visibility into progress.
- Defined a shared scheduling and status-tracking concept to make next steps clearer for customers and coordination easier for the team.

SELECTED UX & PRODUCT DESIGN PROJECTS

DORM — Student Housing Service & UX Design

2026–Present | Zlín, Czechia | Independent Project

- Conducted research with 86 survey responses, 16 interviews, and two years of contextual observation to understand where students struggled to compare options and follow the housing process.
- Mapped the journey from eligibility and comparison through application, placement, and stay management; used the findings to structure requirements, available choices, process status, and next steps more clearly.
- Designed a responsive dashboard and high-fidelity Figma prototype covering key flows and relevant interface states.

Reverde — Mobile Product Design | Independent Concept

2025–Present | Zlín, Czechia

- Synthesized existing research into a product concept that helps urban adults find a nearby nature activity and turn their intention to spend time outdoors into an achievable action.
- Designed the core flow from discovering a mission and assessing whether it fits, to completing it offline and optionally reflecting afterward; developed a high-fidelity Figma prototype.
- Shaped the product's messaging and interaction choices around guidance and personal progress, without competitive pressure. The concept has not launched; testing the core flow is the next step.

Somnus — Pediatric Night Terror Companion — Product & App UX Design

Bachelor's Graduation Project | 2024 | Bursa-Eskişehir, Turkey | Partner: Çilek Mobilya

- Designed a sleep companion concept for children experiencing night terrors, considering child safety, comfort, and caregivers' need to understand what is happening.
- Developed the companion app's core user flows and key screens to help caregivers follow the child's sleep experience and use the product.

ADDITIONAL DESIGN EXPERIENCE

Industrial Design & 3D Modeling | 2021–2024 | Eskişehir–Kocaeli, Turkey

- Residential & urban furniture — Türköz Construction Company | Mar–Jun 2024
- Vehicle exterior 3D/CAD (student team) — ESTU Racing Design Team | Sep 2022–Jan 2024
- Industrial design internship — ENTA Machine | Mar–Jun 2021

Worked across furniture, vehicle, and manufacturing contexts, developing experience in concept development, CAD/3D iteration, physical constraints, and multidisciplinary teamwork.

COMMUNITY EXPERIENCE

Search & Rescue Volunteer (In Training) — AKUT/INSARAG | 2025–Present | Kocaeli, Turkey

- Training in crisis communication, teamwork, and operational coordination under uncertainty.
- Observed how people behave under stress, informing a clearer understanding of user needs in high-pressure service contexts.

EDUCATION

Master’s in Marketing Communications

2024–Present | Expected Jun 2027 | Tomas Bata University in Zlín (TBU) / Zlín, Czechia

Focus on intercultural communication, ethical messaging, consumer behavior, and human-centered service improvement (UX + marketing bridge).

Thesis in progress: Trust and communication barriers for international patients in Czech healthcare.

Bachelor’s in Industrial Design

2017 – 2024 | Eskişehir Technical University (ESTU) / Eskişehir, Turkey

Focus on product design process, prototyping, ergonomics, and user-centered & emotional design foundations

Erasmus Exchange Program (Industrial Design)

2023 – 2024 | Tomas Bata University in Zlín (TBU) / Zlín, Czechia

Multicultural collaboration; strengthened human-centered design and cross-cultural communication.

LANGUAGES

Turkish: Native | English: C1 | Czech: A1 | German: A1

PROFESSIONAL MEMBERSHIPS

Interaction Design Foundation (IxDF) - Professional Member | Industrial Designers Society of Turkey (ETMK) - Member

CORE SKILLS

Research & Product Discovery

User Interviews, Surveys, Contextual Observation, Qualitative Research, Thematic Analysis, Research Synthesis

Product & Interaction Design

User Flows, Information Architecture, Content Hierarchy, Wireframing, Interaction Design, High-Fidelity Prototyping, Responsive Design, Component-Based Design, Design Systems, Complex States & Edge Cases, Accessibility

Systems & Service Design

Journey Mapping, Service Blueprinting, Process Mapping

Content & Collaboration

UX Writing, Stakeholder Communication, Cross-Functional Collaboration, Ethical Messaging

Marketing & Go-to-Market

Product Positioning, Brand Messaging, Tone of Voice, Go-to-Market Foundations

TOOLS

Design & Prototyping: Figma, FigJam, Adobe Illustrator, Photoshop

Mapping & Documentation: Miro, Notion, Google Workspace

AI & Connected Workflows: ChatGPT, Claude, Claude Code, Gemini, Figma Make, MCP Integrations