



Cansu Elçi

UX/UI Designer

+90 5452276029

cansuelcidesign@gmail.com

cansuelci.com

www.linkedin.com/in/cansuakbulut/

About Me

Senior UX/UI & Product Designer with 5+ years of experience bridging the gap between complex user needs and business goals. Background in Architecture (ITU), bringing a structured, analytical mindset to information architecture and digital product ecosystems. Proven track record in data visualization, SaaS platforms, and conversion-driven design (B2B/B2C).

Website Portfolio:

cansuelci.com

Tools & Methods

Figma, Sketch, Adobe XD

Information Architecture & Diagrams

A/B Testing & Product Optimization

User-Centered Design (UCD)

User Flows & Wireflows

Design Handoff & Documentation

Photoshop, Illustrator

Skills

Advanced UI/UX Design

Product Design Strategy

Mobile App Design Website Design

Conversion-Driven (Growth) Design

User Research & Usability Testing

SaaS & FinTech Product Design

Cross-Functional Collaboration

Design Sprint Facilitator

Certificates & Courses

UX Design /HECMontrealX

Digital Skills: User Experience/
Future Learn

Graphic Design/ Global Enstitü

The Complete App Design Course -
UX, UI and Design Thinking / Udemy

BA UXistanbul Conference 2024
/BA-WORKS İş Analizi Hizmetleri

Other Experiences

ITU GSK Art Therapy Atelier Executive
/2020 November - December

References

Dr. Zeynep Birgonul Art Therapy Atelier
Co Founder & Designer · We Make
Things Happen Studio

Professional Experience

UX/UI Designer

2022 September – Present

Gordion

- Spearheaded the end-to-end UX/UI design for high-traffic B2C mobile and web sales channels, aligning user needs with business KPIs.
- Architected complex B2B/B2E dashboards and data visualization tools, simplifying administrative workflows for internal users.
- Led qualitative and quantitative user research, moderated cross-functional design sprints, and executed usability testing to back design solutions with solid user data.
- Formulated robust information architecture, intricate user flows, and interactive high-fidelity prototypes for complex data structures and sequential processes.
- Delivered high-fidelity UI designs and presented solutions to stakeholders.
- Mentored junior designers, established and scaled the internal Design System to ensure cross-product UI consistency and reduce development handoff time.
- Contributed to creating, scaling, and maintaining the internal Design System to ensure UI consistency across multiple products and significantly accelerate developer handoff.
- Collaborated closely with Product Managers and Engineering teams from discovery to release, ensuring design fidelity and resolving complex technical constraints during development.

UX/UI Designer

2022 Jan - 2022 Oct

Flying Donkey

- Designed scalable financial management websites and mobile applications, translates complex financial workflows into seamless and intuitive user interfaces.
- Conceptualized user experiences and advanced data visualizations for intricate data integration processes, transforming raw analytics into actionable insights.
- Delivered end-to-end product designs for high-performing SaaS platforms, managing design requirements for both B2C and B2B user segments.
- Championed interface clarity and optimal cognitive load reduction, maintaining a strict focus on usability and effective data presentation across complex platforms.

UX/UI Designer

2022 May- 2022 Sept

Madduck

- Engineered user experiences and interfaces for high-growth mobile applications, designing and optimizing conversion-focused paywalls that directly contributed to revenue growth.
- Boosted app store conversion and download rates through strategic product page optimization (ASO) and rigorous A/B testing, leveraging data-driven insights to achieve measurable design outcomes.

UX/UI Designer

2021 June- 2022 Apr

Appack

- Led UX research and delivered UI designs for mobile applications.
- Took end-to-end ownership of the design process — from research to release.
- Collaborated closely with cross-functional teams to ensure successful product launches.

Product Designer

2021 Mar- 2021 Apr

Evlumba

- Designed promotional visuals and marketing content to support product and brand visibility.

Education

Istanbul Technical University

2017-2021

Interior Architecture

Language

Turkish/ Native English/ B2 Italian/ A1