KEREM ELLİKÇİ

PRODUCT DESIGNER

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PROFILE

Product Designer who crafts value-driven digital solutions by blending business strategies with user experience. I leverage A/B testing, user behavior analytics, and design systems to enhance product journeys and support business goals. Prioritizing collaboration and process-oriented work, I closely partner with cross-functional teams to deliver consistent and scalable designs.

EXPERIENCE

DECATHLON
Product Designer

Istanbul
2022-Present

At Decathlon.com.tr, I drive Conversion Rate Optimization (CRO) and user experience improvements through personalization strategies, aligning design decisions with business goals to deliver measurable impact. I lead the end-to-end design of new in-house products while continuously testing, iterating, and optimizing existing experiences to maximize overall conversion and user satisfaction.

Beyond digital, I also focus on the physical customer experience in stores, analyzing Self-Checkout interactions and developing solutions to enhance the experience based on the insights I gather. I work closely with development teams to bring design outputs to production, ensuring quality and consistency throughout the design-to-development handoff.

ARTIVA MEDIA
UI - Graphic Designer

Bursa
2020-2022

Optimized PLP/PDP flows through data-driven components and feedback analysis. Led cross-functional design operations, establishing QA standards and managing team workflows to guarantee brand consistency and execution quality.

SAGLIK AGENCY
Graphic Designer

Bursa
2019-2020

Collaborated with brands, creating visual designs ranging from product and studio shoots to digital presentations, and produced content for digital platforms and corporate networks. At the same time, I ensured the consistency of all visual materials by delivering aesthetic and functional solutions that strengthened the brands' digital presence.

EDUCATION

KADIR HAS UNIVERSITY

Istanbul
2017-2022

Industrial Design / English (Full Scholarship)

DUMLUPINAR UNIVERSITY

Kütahya
2015-2017

Furniture & Decoration

SPECIFICATIONS

DESIGN SYSTEM
- System Arch.
- UI Guidelines
- Prototyping
- Component Specs

TOOL
- Figma
- Jira
- Dynamic Yield
- Statsig
- Hotjar

PRODUCT STRATEGY
- AB Testing
- CRO
- Personalization
- Usability Testing
- Omnichannel UX