RESUL CANER YILDIRIM

UX AND PRODUCT DESIGN LEADERSHIP | DESIGN STRATEGY

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PROFESSIONAL SUMMARY

UX and Product Design leader with 13+ years of experience building and scaling user-centered products across fintech, e-commerce, aviation, and digital platforms in Europe, the Middle East, and the United States. Led a 10-person UX team and standardized design systems and delivery practices, reducing project delivery time by 30%. Now building Hub-level AI-enabled workflows and design processes, combining people leadership, research-led product design, and senior stakeholder alignment to improve customer experience and business outcomes.

PROFESSIONAL EXPERIENCE

Backbase | UX Principal, Middle East | Nov 2024-Present | Amsterdam, The Netherlands

- Lead UX strategy and design delivery for the Middle East hub, aligning customer needs and business goals across banking programs in Saudi Arabia, Qatar, Lebanon, and the wider region.
- Build and implement Hub-level AI-enabled design workflows, pipelines, and processes using Claude, Cursor, Figma AI, and MCP.
- Train designers across the Hub to use these AI tools and workflows, building team capability and supporting adoption.
- Partner with clients, R&D, Product, and business stakeholders to shape user-centered digital banking experiences and maintain alignment with established design systems.
- Coach designers and strengthen team practices to support quality and collaboration across regional client engagements.

Backbase | Lead UX Designer, Middle East | Oct 2023-Oct 2024 | Amsterdam, The Netherlands

- Led a six-designer team across two major digital banking projects, coordinating product, engineering, marketing, and client partners toward shared delivery goals.
- Extended and customized the Backbase Design System to meet client requirements and improve consistency across banking experiences.
- Facilitated refinement sessions and workshops with directors and C-level stakeholders to align design strategy, customer journeys, scope, and delivery.
- Managed project timelines and resources to support on-time delivery and strong client satisfaction.
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Backbase | Senior UX Designer / Consultant | Feb 2022-Sep 2023 | Amsterdam, The Netherlands

- Worked as a Sr UX across major banking programs for BSF, Al Masraf, and Pictet.
- Standardized design systems and ways of working, reducing project delivery time by 30%.
- Designed mobile and web banking experiences, including customer interfaces and back-office tools for bank employees; localized solutions to regional needs through client workshops and usability testing.
- Established the Pictet Bank onboarding design foundation, including core files, project guidance, documentation, and handoff practices; supported team growth through interviewing and onboarding.

Swan Bitcoin | Product Designer, Contract | Nov 2021-Feb 2022 | CA, United States

- Designed Swan Bitcoin's first mobile app, contributing to a 40% increase in conversion within the first six months and a 25% increase in session duration.

DELLI | Product Designer, Contract | Jul 2021-Dec 2021 | London, United Kingdom

- Led product design for the B2C marketplace's first mobile app and MVP, defining core buying and selling flows and the visual direction.
- Translated user research and business requirements into product designs and implementation guidance for developers.

Lean Scale | Product Designer | Apr 2020-Jul 2021 | Dubai, UAE

- Designed across four mobile applications in e-commerce, delivery, and pharmacy for Al Tayyar Group and Grubtech; led La3eb design across iOS, Android, and web.
- Turned client requirements into scalable B2B and B2C experiences with cross-functional teams.

tmobtech (Thinks Mobility) | UX Designer / User Researcher | Oct 2017-Mar 2020 | Istanbul, Türkiye

- Designed mobile, web, kiosk, smartwatch, and dashboard experiences for clients including Atlasglobal, SunExpress, Vodafone, Turkcell, and CarrefourSA.
- Applied contextual and ethnographic interviews, moderated and unmoderated usability tests, card sorting, tree testing, A/B and multivariate testing, journey mapping, and personas.

InnovationBox | UX Designer / User Researcher | Apr 2014-Oct 2017 | Istanbul, Türkiye

- Designed Turk Telekom Online İşlemler, Mood, and Voice Library apps, supporting accessible services used by millions; led research, usability testing, prototyping, interaction design, and UI work across 500 Startups projects.

Freebirds Publishment | Digital Content Strategist | Apr 2013-Feb 2014 | Istanbul, Türkiye

- Built a content framework that increased engagement by 45%; led digital content strategy, campaigns, and reporting across web and iPad applications.

EDUCATION

Istanbul University | Management Information Systems | 2024-Present

Academy of Art University | Art Education

Beykent University | Computer Engineering

CERTIFICATIONS AND COMMUNITY

UX Management: Strategy and Tactics (IxDF/NN/g, 2023); Perception and Memory in HCI and UX (IxDF, 2023); ADPList Mentor (1,000+ minutes); Design Sprint Master; Google Developers Expert (2018-2023).

SKILLS

Leadership: UX team leadership (10-person team), people management, design strategy, mentoring, stakeholder alignment

Product: Product design, UX research, usability testing, design systems, interaction design, mobile/web, digital banking, SaaS/PaaS

Languages: Turkish (Native) | English (Professional proficiency) | Dutch (Elementary)