

Utku Sagsoz

Sr. Product Designer



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Senior Product Designer with 8+ years turning raw ideas into market-ready products. Equal parts researcher, system architect and hands-on maker, I lead squads that ship pixel-perfect experiences and move the metrics.

Experience

Product Designer — Fibabanka

Jun 2022 – Dec 2024

- Led end-to-end product design, created 250+ UI screens, built motion-design prototypes in Figma/AE and delivered dev-ready specs.
- Architected a unified design system (tokens & reusable components) adopted across web and native, ensuring pixel-perfect hand-offs and consistent brand expression.

Key Achievements:

- Launched AlışGidiş super-app → reached 600 k+ active members and a 4.7★ store rating in 10 months.
- Redesigned the MIKS credit-ops platform from branding to UI, cutting loan-processing turnaround by 38%.
- Rebuilt Fibabanka Mobile UI kit, including a new bottom-navigation bar and updated core component library.
- Transitioned design delivery from external agencies to an in-house model, saving about \$500k per year and boosting release cadence by 28%.

Co-Founder & Product Designer — Clapper

Jan 2016 – May 2022

Co-founded Clapper, a hybrid product studio + digital agency that turns raw ideas into fully branded, shipped, and promoted digital products.

Key Achievements:

- Secured seed + two follow-on funding rounds by delivering investor-ready prototypes and roadmaps.
- Built and scaled a cinema-community app—hitting 50 k users in 3 months through data-led UX and viral loops.
- Delivered end-to-end digital experiences for high-profile entertainment clients.

Education

Istanbul Bilgi University

Sep 2013 - Jun 2018

**Bachelor of Science
in Mechanical Engineering**

Full Scholarship Recipient

Certifications

University of Liverpool

Jun 2017 - Sep 2017

Project Management, Global Marketing
& Quantitative Data Analysis

ITU Cekirdek -Startup Accelerator

Jan 2016 - Nov 2016

Entrepreneurship, Startups

Tools & Skills

Tools

- Adobe CC (PS, XD, AE..)
- Figma, Sketch, Spline, Lottie
- DaVinci Resolve, Blender
- WordPress, Elementor, HTML/CSS
- FlutterFlow, Framer

Skills

- User Research, Personas
- Journey Mapping, Affinity Diagrams
- Storyboarding, Wireframing
- Design Systems
- Motion Design, Prototyping
- Usability Testing