



Deniz Basoglu

Lead Product Designer @ Gorillas

Profile

As a passionate and driven designer, I have worked in various fields related to design. I love solving problems, simplifying complex experiences, innovation, good visual design and beautiful interfaces. I enjoy UX more than UI. I like working with product managers and talking to stakeholders.

Employment History

Lead Product Designer at Gorillas, Berlin

February 2022 – ongoing

After 7 months, I was promoted as Lead Product Designer for all our internal tools within the company. I manage two Product Designers, one UX Researcher and one Content Designer. My focus as manager is to support team members with their work and help them in reaching their long-term career goals. I try to create and nurture processes to get work done smoothly and efficiently, while keeping the team motivated. Being in touch with product managers to stay informed about various team roadmaps and balancing designer workloads is also part of my daily work. I still continue being an individual contributor on the Supply Chain and Darkstore Operations teams. In Darkstore Operations, we're building a web product that helps warehouse managers and supervisors to keep an eye on all inventory related topics in their warehouse.

Sr. Product Designer at Gorillas, Berlin

August 2021 – February 2022

I joined Gorillas as Senior Product Designer on the Supply Chain team. Here I worked on an internal web tool which provided an overview and helped with the ordering and receiving flows of deliveries for the warehouses across all countries Gorillas has been active in. Our mission was to build an integrated suite of internal tools to automate and standardise the Supply Chain purchasing process, in order to support growth and create a stable foundation to scale, while reducing the manual actions required. My responsibilities included working with product managers on discovery of new features, UX research, creating wireframes, prototyping, discussions with engineers, conducting design QA sessions, handing in finished designs and doing usability testing. I mentored product design interns.

Details

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Nationality

German & Turkish

Links

[Linkedin](#)

[Instagram](#)

Skills

Figma

Sketch

Agile methodology

UX Design

UI Design

Design systems

UX Research

Usability Testing

Communication

Presentations

Team-work

Strategic thinking

Task prioritisation & Scope

Mentorship

People management

Languages

[German \(native\)](#)

[Turkish \(native\)](#)

[English \(fluent\)](#)

UX Designer at Durstexpress, Berlin

March 2020 – August 2021

At Durstexpress we were a design team of 3. As team (UX & UI) we worked on the Webshop and Consumer Apps. As sole UX Designer, I also contributed on the Warehouse products, Driver App and Business Tools products, working both on the UX topics and visual aspects. I was involved in projects from initial brainstorming meetings to the end of implementation. We didn't have a dedicated user research specialist, so I also conducted basic user research and usability tests. Our mission was to create and modernise the tools, make them more user friendly, improve the search functionality and increase the task success rate.

Jr. UX Designer at Fliit, Berlin

April 2019 – October 2019

At Fliit, I was part of a small product team and worked closely with the tech team. I worked on the UX and UI of the internal and external products. For new features we did workshops with users and gathered feedback. These workshops were followed by brainstorming, sketching and coming up with feasible ideas. We visualised these ideas via wireframes and only after having solid decisions which were approved by everyone involved, we started with high fidelity designs and sent them to development after user testing sessions. As it was a small team, I was involved directly in every phase. I also met users for user research, and reported back to the team at the office.

Employment History – prior to product design

Lighting Designer at Element Licht Design, Berlin

June 2017 – October 2018

Lighting Design Intern at Licht Kunst Licht, Berlin

March 2016 – January 2017

Lighting Designer at ZKLD Light Design Studio, Istanbul

August 2014 – February 2016

Interior Designer at Toner Architects, Istanbul

September 2013 – April 2014

Interior Designer at Krea Interiors, Samsun/Turkey

February 2012 – August 2013

Education

**M.A Architectural Lighting Design and Design Management,
Hochschule Wismar, Distant Learning Program**

September 2014 – September 2016

Diploma in Interior Design, KLC School of Design, London

September 2010 – July 2011

B.A. Visual Communication Design, Sabanci University, Istanbul

September 2005 – June 2010