

Melis Konez

Product Designer | B2B Workflows, Design Systems & Enterprise SaaS

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➤ **Portfolio:** <https://melisknz.com/>

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• **Work Authorization:** Stamp 4 Visa (Permanent Resident – No Sponsorship Required)

Professional Summary

Product Designer and UX/UI Specialist with a background in Industrial Design and Creative Digital Media & UX, specializing in **unraveling complex B2B workflows into intuitive, scalable system experiences**. Experienced in **hypothesis-driven design**, user research, journey mapping, interaction design, and design systems, **translating complex enterprise operations into clear, human-centered products**. Proven track record of optimizing high-density B2B SaaS applications, reducing cognitive load, and unifying cross-functional engineering, product, and data workflows.

Core Competencies

- **UX Strategy & Research:** B2B Workflow Optimization, Hypothesis-Driven Design, Service Blueprinting, User Journey Mapping, Stakeholder Facilitation, Workflow Mapping, Research Synthesis, Usability Testing
- **UI & Design Systems:** Figma (Advanced), Design Systems, Component Libraries, Design Tokens, IBM Carbon Design System, Interaction Design, Accessibility (WCAG)
- **AI & Prototyping:** AI-Assisted Research & Synthesis, AI-Assisted Design Workflows, Rapid Prototyping, HTML/CSS/JavaScript, Three.js/WebGL

Experience

UX Design Mentee – UX Tree Mentorship Program | Remote, Sep- Dec 2025

- Architected the end-to-end **redesign of a B2B FinTech partner portal**, streamlining multi-step SME loan applications, KYC onboarding, and compliance checks.
- **Mapped complex workflow and data dependencies** to identify operational friction and opportunities to reduce manual input through progressive disclosure and external data integration.
- **Leveraged AI-assisted research synthesis to analyze external market data and behavioral patterns, accelerating the development of proto-personas and core product requirements.**
- Designed scalable interaction patterns and mid- to high-fidelity Figma prototypes for data review, compliance exceptions, and issue resolution, **applying IBM Carbon Design System principles.**
- Presented research synthesis, hypotheses, and design decisions through iterative design reviews with senior UX mentors, incorporating feedback to refine requirements and interaction decisions.

Freelance UX/UI & Digital Designer | Dublin , Remote April 2024 – Present

- **Engineered interactive 3D WebGL (Three.js) components and responsive product interfaces to elevate digital brand engagement.**
- Redesigned a manufacturing site with WCAG-aligned, responsive UI (semantic HTML/ARIA, keyboard navigation, focus states, accessible forms), improving usability and accessibility for a wider range of customers.

- Produced motion-graphic social ads for a language school, enhancing visibility and attracting new learners.

UX/UI Content Designer - A Partnership with Africa | Dublin , Remote Dec 2023 – Apr 2024

- Translated complex research insights into intuitive user journeys, delivering rapid low- to high-fidelity wireframes and interactive prototypes in Figma.
- Co-created and documented a scalable design system, establishing cohesive UI patterns that accelerated developer handoff and ensured design consistency.

Industrial & Visual Product Designer – FKT | Franz Kiel GmbH | Turkey, Oct 2018 – Sep 2021

- Partnered on the UX/UI and asset pipeline for **the 'Avance X' 3D digital product configurator**, enabling real-time material and component customization for sales teams.
- Facilitated cross-functional alignment between engineering, product management, and SAP ERP teams to **mirror complex backend system architectures within digital configuration flows**.
- Produced high-quality 3D renderings, exploded-view visualizations, and technical product assets to communicate product architecture, materials, and assembly details for sales, marketing, and customer presentations.
- Supported the evolution of a component-based design approach by documenting UI patterns and maintaining consistency across product variations within the digital configuration platform.

Education

M.Sc. Creative Digital Media & UX – Technological University Dublin | Ireland, 2021 – 2023

- **Selected UX Project – Media Equip:** developed an Ionic/Angular app for borrowing university media equipment; conducted iterative usability testing with target users.
- Coursework: **UX Research & Testing, Interaction & Motion Design**, Responsive Web & Mobile Design, Front-End Development (HTML, CSS, JavaScript, Angular).

B.Sc. Industrial Product Design – Anatolian University | Turkey, 2012 – 2017

- Focus: Human Factors, Ergonomics, and 3D CAD (SolidWorks, Rhino).
- Thesis: “Collaborative Workstation” – prototyped an adjustable desk system based on observational studies.

Certifications

- UX Tree Mentorship Program – UX Design Mentor (2025)
- Figma UX/UI Advanced Certification (2025)
- IBM Design Thinking Practitioner (2023)
- Modern JavaScript (Udemy) (2023)
- Interaction Design (LinkedIn Learning) (2021)
- Modern HTML & CSS (Udemy) (2021)

Languages

English (C1 proficiency), Turkish (Native) Work