

Melis Başaran

Product Design Manager & Lead Product Designer

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OVERVIEW

Product Design Manager with 8+ years of experience across e-commerce, fintech and on-demand delivery. Currently leading a multi-product design team at Getir across five verticals, while staying hands-on in strategic product initiatives. Experienced in end-to-end product design, user research, design systems and team leadership – with a strong focus on scalable user experiences, design quality and cross-functional collaboration.

EXPERIENCE

• Getir

Apr 2022 - Present

Product Design Manager • Feb 2026 – Present

- Lead and develop a team of designers across Getir, GetirBüyük, GetirYemek, GetirÇarşı and GetirSu through coaching, structured feedback and performance support.
- Raise the bar for design quality by improving review practices, ways of working and cross-functional collaboration with Product and Engineering.
- Shape design impact at an organisational level – aligning teams, strengthening design culture and enabling more strategic, consistent execution.
- Remain hands-on across key product initiatives, contributing directly to critical design decisions.
- Drive the adoption of AI-assisted design workflows to accelerate concept exploration, mockup generation, UX writing clarity, research synthesis and design documentation.

Lead Product Designer • Mar 2024 – Feb 2026

- Led end-to-end design initiatives across five verticals, improving experiences for millions of users globally.
- Owned complex cross-vertical projects – translating strategy, research insights and product data into scalable, high-impact design solutions.
- Mentored designers while maintaining active hands-on design execution.
- Contributed to FreshDirect (US) as part of a dedicated 6-month project following Getir's acquisition, shaping key experience improvements.

Senior Product Designer • Jan 2023 – Feb 2024

- Owned critical grocery shopping journeys within the market vertical, improving customer experience at scale.
- Led end-to-end design work using research insights and product data to identify and validate opportunities.
- Partnered cross-functionally to simplify complex problems and deliver measurable, scalable experiences.

Product Designer • Apr 2022 – Jan 2023

- Designed end-to-end experiences across multiple user journeys within the Getir ecosystem.
- Contributed to GetirFinans, shaping early product flows and information architecture for financial services.
- Collaborated with Product, Research and Engineering teams through iterative, user-centred problem solving.

• Akbank

Jan 2021 – Apr 2022

User Experience Designer

- Designed end-to-end mobile experiences for Akbank Mobile and Axess/Juzdan at one of Turkey's largest private banks.
- Played a lead role in the strategic transformation of the Axess app into the Juzdan application – from concept through delivery.
- Produced high-fidelity designs and prototypes in Figma; collaborated with R/GA and Pentagram Creative Studio.

EXPERIENCE

• Hepsiburada

Jul 2018 - Jan 2021

UX Designer & Researcher • Jul 2018 – Jan 2021

- Conducted IA studies and improved user journeys across all platforms for Turkey's leading e-commerce platform.
- Led user research programmes: usability tests, card sorting, tree tests, surveys and competitive analysis.
- Reported user feedback weekly to cross-departmental stakeholders (IT, Marketing, Operations, CX), driving rapid issue resolution.

UX Designer Intern • Aug 2017 – Oct 2017

- Supported the UX team across research, benchmarking and design tasks; produced UI assets in Sketch.

SKILLS & TOOLS

Design & Prototyping

Figma · FigJam · Miro · Design Systems · High-fidelity Prototyping · Interaction Design

Research & Strategy

Usability Testing · Information Architecture · Card Sorting · Tree Testing · Survey Design · Competitive Analysis · Service Design

Leadership & Collaboration

Team Management · Coaching & Mentoring · Design Critique · Stakeholder Communication · Agile / Scrum

AI-assisted Design Workflows

ChatGPT · Claude · Figma Make · Stitch · Concept Exploration · Mockup Generation · UX Writing Support · Research Synthesis · Design Documentation

Additional Tools

Hotjar · Lottie · Principle · Sketch

EDUCATION

Istanbul Bilgi Üniversitesi

2013-2018

Industrial & Product Design • GPA 3.31, Honours Graduate

- Specialised in Service Design and Interaction Design. Graduation thesis: designing an interactive, motivational commuter experience.