

Pelinsu Pelit

Senior Product Designer

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Ten years designing and researching digital products across fintech, travel, logistics and energy. I design end to end inside live design systems, run my own research, and bring AI into the design process without breaking it. I build working software when a project needs a tool that does not exist yet.

EXPERIENCE

Senkron Digital

Apr 2026 to present

UX Consultant, contract

- Mapped 87 stakeholders across three renewable energy company types, each with role, tools and data source
- Findings used by the client to decide which roles and relationships the product should support first
- Built an interactive comparative map showing people, tools and structural tensions side by side

Turkish Airlines, Turkish Cargo

Sep 2025 to Apr 2026

Product Designer, contract

- Designed terminal charges, warehouse fee and loadability flows for air freight forwarders, shipped inside an actively used design system
- Made multi-waybill payment status readable without opening a row, and loadability results legible per leg with shortfalls stated in pieces
- Integrated AI-assisted design practice into the team's existing way of working

Gordion Technology

Jul 2024 to Sep 2025

UX Researcher & Designer, contract

- Led AI-powered user research demo projects, including AI-assisted alignment and empathy workshops
- Benchmarked AI model outputs across prompt frameworks against real customer interviews
- Built sector-average service blueprints; reviewed five years of research to develop mental models for content structure

Fluffy Hub

2021 to 2022

Founder & Product Designer

- Field research and prototyping for community cat colonies; shut it down after testing showed the market was not there
- The research later became Fluffy Score, a shipped AI home assessment product

LIZ Smart Office

Oct 2021 to Oct 2022

UX/UI Designer

- Simplified the Booker app date picker and tab bar; designed an admin insights page from scratch tracking bookings and no-shows
- Designed the Microsoft Teams app on the Microsoft component library

Rodeo Project Management, Amsterdam

Nov 2019 to Aug 2020

UX Designer & Researcher

- Diagnosed usability gaps through heuristic evaluation, reducing setup time by 30%
- Led the planner module redesign based on user interviews and surveys

iyzico, PayU Group, Istanbul

Jan 2018 to Oct 2018

UX Designer & Researcher

- Delivered a mobile payment redesign that improved acquisition by 20%
- Supported growth through A/B testing and content architecture improvements

Commencis, Istanbul

Aug 2017 to Dec 2017

UX Consultant

- Ran comparative usability tests and facilitated workshops; wireframed onboarding for a mobile banking app

Userspots, Istanbul

Jun 2014 to Aug 2017

UX Researcher & Service Designer

- Facilitated 20+ UX and alignment workshops: kickoffs, journey mapping, innovation sprints
- Specialised in e-commerce UX, conversion optimisation and usability testing

SIDE PROJECTS

Motto Workshop

2025 to present

- Designed and piloted a workshop on AI-assisted research; built the supporting software: an interview analysis tool, a workshop activity generator, and facilitation games, all live at mottoworkshop.com

SKILLS

- End-to-end product design in live design systems
- AI in the design process: discovery, prototyping, evaluation
- User research, qualitative and quantitative
- Usability testing and benchmarking
- Workshop design and facilitation
- Journey mapping and service blueprints

TOOLS

- Figma, Sketch, Zeplin, Storybook
- Claude, Claude Code, ChatGPT, Google AI Studio
- Miro, Mural, SessionLab, FigJam
- Lookback, Maze, Dovetail, Hotjar, Optimal Workshop

LANGUAGES

- English, fluent · Turkish, native · Dutch, learning

EDUCATION

Anadolu University, Industrial Design

2007 to 2014

Adam Mickiewicz University, Graphic Design

2011 to 2012, exchange