



I'm Alp, a Product Designer with 10+ years of experience in building intuitive digital products and scalable design systems.

I help teams turn complex ideas into user-friendly solutions by creating design systems that drive consistency, efficiency, and growth — always balancing user needs with business goals.

Visit website →

More details with portfolio

Get in touch!

Send me an email directly.

Experiences — Highlights from my professional journey in product and design.



Head of Product @thecodebase.io

June 2022 - May 2025

Led the product team in the development and designed the clear user-centric super app. Worked closely with engineers, designers, and marketing to create a product that met the needs of users and exceeded business goals. Through the implementation of the design system I developed, we achieved resource optimization and expedited our product's attainment of our desired standard. Proven ability to develop and execute product strategies, gather and analyze user feedback, and track product metrics.

- Formulated and presented a comprehensive tactical plan and 6-month roadmap, outlining pivotal milestones to drive product growth and address user pain points.
- Implemented agile methodologies to streamline communication and collaboration between back-end and front-end developers and product designers.
- Skillfully devised and executed a robust brand strategy by conducting an extensive analysis of 6 competitors across 12 key metrics.



Principal Product Designer @topluyoruz

Sep 2021 - May 2025

As the first hire, I established the product foundation and built the initial team, co-founding TheCodeBase as an in-house initiative. I led the design direction by creating a scalable design system and preparing the product for launch, balancing founder expectations with a strong user-centered approach.

- Built the product structure and assembled the first product team.
- Helped the co-founding theCodeBase and planned its in-house software development.
- Led the design process, from product concepts to design system creation.
- Balanced stakeholder needs with user insights to deliver a launch-ready product.



Product Designer @smallerstudio

June 2021 - Sep 2021

- Directed creative product design and user experience (UX) processes.
- Developed user-centric design solutions through user research and market analysis.
- Created UI/UX standards and prototypes, delivering solutions that exceeded client expectations.
- Collaborated closely with the design team to provide innovative product solutions.



Founder & Design Director @webground

February 2023

As part of the founding team at WebGround, we started as a team of five and grew by delivering end-to-end product design and development services to clients worldwide, with a strong focus on the U.S. market. Alongside client work, we also built and launched our own AI-driven applications, which were featured on the App Store.

- Designed and launched 10+ digital products for international clients across fintech, e-commerce, and health sectors.
- Released 3 proprietary AI-powered mobile apps, gaining thousands of downloads.
- Built a scalable design-development workflow used across multiple client and internal projects.



Product Designer @growthyouneed

April 2021 - June 2021

- Developed and implemented creative design solutions.
- Managed and improved user interface (UI) design processes.
- Crafted creative strategies to strengthen the brand's digital presence.

** Subsequently worked for many years as a freelancer and contractor, contributing to various product and design projects.

Education — Formal education and continuous learning.



Google UX Design @coursera

January 2019

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Visual Communication Design @Izmir University of Economics

Bachelor's Degree

GPA: 2,7/4