Aycan Doganlar Arica | Senior Product Designer

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Senior Product Designer with a background in designing developer tools, scaling enterprise SaaS platforms and establishing comprehensive UX architecture. Passionate about systems thinking and translating complex technical requirements into intuitive, visually compelling user journeys. Proven track record of driving cross-functional collaboration to build accessible design systems and AI-integrated editorial tools.

Skills & Toolbox

Accessibility, User-Centric Design, UX Design, UI Design, Product Strategy, Interaction Design, Usability Testing, User Research, User Interviews, A/B Testing, Prototyping, Prototyping with AI, B2B, SaaS, Enterprise UX, Design Systems Architecture, Design Tokens, Visual Storytelling, UX Writing, Figma, Adobe Suite, Storybook, FullStory, Loom, Github, Vercel, VS Code, Cursor, Claude Code, Lovable, GrokBot

Experience

APRIL 2024 – APRIL 2026 · 1 yr 11 mos

Hygraph, Berlin, Germany (Remote) - *Senior Product Designer*

Led the end-to-end product design of 10+ core editorial features, including advanced collaboration workflows and new AI features.

- **Designed the "Live Preview" and "Click to Edit" experiences** to remove the gap between content form architecture and visual editing via intuitive side-by-side and hover-overlay interfaces.
- **Created the UX for "Content Variants"** to help enterprise marketing teams to manage and scale up to 30 personalized content segments per entry.
- **Drove the UI/UX strategy for Hygraph AI integration** by designing governed AI Agents and AI Assist interfaces that seamlessly automate translation, SEO reviews, and summarization directly within the editor workflow.
- **Generated an 18% lift in sales inquiries** by migrating the 'Contact Sales' form from the marketing site into the dashboard with pre-populated customer data.
- **Conducted 5+ customer calls per week**. Shared Loom videos & AI generated prototypes with customers through Slack to collect async feedback on new features.

AUGUST 2023 - APRIL 2024 · 1 yr 2 mos

Hygraph, Berlin, Germany (Remote) - *Product Designer, Design Systems*

Transitioned to the Design System Team as the lead designer to revamp our design system Baukasten, together with the lead engineer.

- Redesigned the color system as **WAG 2.2 AAA-compliant**, meeting accessibility standards.
- Crafted **design tokens** from the ground up to facilitate future product theming and to provide a more unified Figma and code experience for developers.
- Decided on the API with the lead engineer, recreated **20+ components** to make them compatible with new Figma features.

APRIL 2022 - AUGUST 2023 · 1 yr 7 mos

Hygraph, Berlin, Germany (Remote) - *Product Designer, Growth & Extensions*

- Redesigned the onboarding flow and **decreased average completion time by 10 seconds** after removing unnecessary steps.
- Improved **UX writing** throughout the product to educate users better to **improve customer retention**.
- Joined the **Apps** team and worked on 10+ apps to help improve the productivity of customers.
- Carved some time to help design components for our design system, **Baukasten**.

APRIL 2020 - NOVEMBER 2021 · 1 yr 7 mos

Superpeer (Acq. by Skillshare), San Francisco, CA (Remote) - *Product Designer*

- Worked on delivering user research, user flows, wireframes, designing user interfaces, and creating prototypes for new features.
- Iterated designs based on business requirements, technology constraints, and user feedback.

OCTOBER 2019 - MAY 2020 · 8 mos

EMPORION Innovations, Hesse, Germany (Freelance) - *Digital Product Designer*

- Worked on PropTech and InsurTech projects. Designed marketing pages and dashboard mockups of many MVPs to determine the demand and relevance of products.

APRIL 2019 - OCTOBER 2020 · 7 mos

CreateApe, California, US (Freelance) - *User Experience Designer*

- Played a role in improving the user experience of a clinic website. Created a comprehensive presentation of my research, target group persona, strategy plan and executed user tests.

Education

OCTOBER 2023

Design Systems Masterclass with Brad Frost - *Hatch Conference*

SEPTEMBER 2014 - JULY 2019

Çukurova University, Turkey - *BSc. Graphic Design, GPA 3.29*

Leadership

JANUARY 2024 - DECEMBER 2025

Mentoring - ***ADPList.com/aycan-doganlar***

- **1000 mentorship minutes**, 21 sessions completed.
- 5 positive reviews

Side Projects

- Design Principles Workshop Template
- Kasetti Voice Recorder on the App Store