Gonca Onusluel Hepekiz

SENIOR PRODUCT DESIGNER / PRODUCT DESIGN LEADERSHIP / ENTERPRISE UX / AI-ENABLED DESIGN

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PROFESSIONAL SUMMARY

Senior Product Designer specializing in enterprise UX, B2B SaaS, and complex workflows. Leads design across multiple product teams, translating user feedback, business priorities, and technical constraints into clear, actionable experiences. Work spans ordering, list management, reporting, internal tools, and an AI-supported customer-performance initiative, alongside released cloud-account management workflows and responsive learning platforms. Brings hands-on design leadership from discovery through implementation, senior stakeholder collaboration, and a background in industrial and interaction design.

CORE EXPERTISE

Leadership: End-to-end product design · Product discovery · UX strategy · Stakeholder alignment · Design critique & mentorship

Experience design: Enterprise UX · B2B SaaS · Complex workflows · Data visualization · Interaction design · Accessibility · Design systems

Research & validation: User interviews · Usability testing · Research synthesis · Prototyping · Iterative design

AI & technical: AI-assisted prototyping · AI-assisted coding · Custom tool development · Figma AI · HTML · CSS

Design tools: Figma · Adobe Illustrator · Adobe Photoshop

PROFESSIONAL EXPERIENCE

US Foods | Senior Product Designer

Jan 2025–Present · Remote

- Own product design for features across six teams: Ordering, List, Reporting, Baseline Healthcare, Master List Management (MLM), and SharedTable.
- Transformed Sigma pages for Baseline Healthcare and SharedTable into separate, usable dashboards for these two internal tools.
- Lead design of Win the Day[1], an AI-supported Ordering initiative for territory and district managers, unifying fragmented customer-performance data and supporting incremental feature releases.
- Partner with SVP-level stakeholders, product managers, product owners, analysts, and developers to frame problems, negotiate requirements, and align user needs with technical feasibility.
- Translate manager feedback into flexible performance views across six time horizons, from one week to one year, and additional operational metrics that support customer-account decisions.
- Connect customer-health signals with performance trends, exceptions, and resolution entry points; prioritize useful metrics with business and technical partners and refine the released experience through feedback.

1. https://www.goncahepekiz.com/work/win-the-day/

PROFESSIONAL EXPERIENCE · CONTINUED

TD SYNNEX | UX Designer

Aug 2021–Nov 2024 · Remote

- Led UX for Tenant Enablement[2], a released StreamOne enhancement that separated Microsoft tenant administration from purchasing through a dedicated Tenants tab in Customer Overview.
- Explored alternative navigation structures and checkout sequences with product and engineering partners, then translated the agreed direction into wireframes, high-fidelity prototypes, and development handoff.
- Designed tenant workflows for Microsoft Customer Agreement updates, GDAP access, customer information, and special qualifications, including account-linking validation and contextual feedback.
- Designed desktop and responsive mobile experiences for Practice Builder[3], connecting personalized onboarding, learning-path discovery, progress tracking, and content exploration.
- Helped define a four-level learning hierarchy with business stakeholders and translated it into navigation, sprint sections, and activity-level experiences, using existing research, feedback, and interactive prototypes.
- Structured and designed Practice Builder's public marketing website, connecting the product value proposition and learning offerings with registration across desktop and mobile layouts.

Namtas Concrete Block Machines | Senior Industrial Designer

Oct 2013–Jul 2019 · Izmir, Türkiye

- Applied user research and interaction design principles to industrial control interfaces for machine operators.
- Coordinated design and production processes using ERP systems, contributing to a reported 15% increase in production efficiency.
- Used CAD/CAM prototyping to improve manufacturing accuracy; redesigned company website, contributing to a reported 25% increase in user engagement over three quarters.

Delft University of Technology | Teaching Assistant

Sep 2011–Jun 2012 · Delft, Netherlands

- Supported Interactive Technology Design coursework and interactive prototyping activities using Arduino.

EDUCATION

MSc, Design for Interaction | Delft University of Technology, Netherlands · 2012

MSc, Design for Interaction | Middle East Technical University, Türkiye · 2012

BS, Industrial Design | Izmir University of Economics, Türkiye · 2008

ADDITIONAL

Google UX Design Certificate • Languages: English, Turkish • Bosch Toy Design Award (2007)

2. https://www.goncahepekiz.com/work/tenant-enablement/
3. https://www.goncahepekiz.com/work/practice-builder/