Gonca Onusluel Hepekiz

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

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PROFESSIONAL SUMMARY

Multidisciplinary product designer with deep experience in enterprise UX, interaction design, and human-centered problem-solving. Leads complex B2B experiences from discovery through implementation, connecting user needs, business priorities, and technical constraints to deliver intuitive, scalable products.

Experienced in owning product design initiatives, collaborating with senior stakeholders, mentoring designers, and contributing to scalable design systems. Integrates generative AI into design exploration, prototyping, and custom tool development to turn ideas into functional solutions.

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

- Serve as primary product designer for complex enterprise experiences, owning discovery, problem definition, prototyping, implementation, and continuous improvement.
- Lead design of customer-performance and operational reporting experiences, bringing disconnected information into dashboards that help business users identify trends and act.
- Partner with senior business stakeholders, product managers, researchers, analysts, and engineers to balance user needs, business priorities, and technical feasibility.
- Translate user feedback into meaningful improvements to performance metrics, information architecture, and complex workflows.
- Co-create reusable design library components with other designers to strengthen consistency and scalability across products.
- Mentor designers through feedback and design reviews; participate in usability and stakeholder sessions to refine released experiences.

TD SYNNEX — UX Designer | Aug 2021–Nov 2024 · Remote

- Designed enterprise experiences across cloud computing, SaaS, e-commerce, onboarding, and learning platforms.
- Simplified complex administrative and configuration workflows through clearer information architecture, guided interactions, and reusable patterns.
- Designed guided learning-related workflows, helping users navigate multi-step tasks with greater clarity.

- Collaborated with product managers, engineers, and stakeholders to define requirements and deliver wireframes, prototypes, and high-fidelity interfaces.
- Contributed reusable design components and libraries, SaaS onboarding improvements, and corporate website initiatives.
- Used AI-assisted HTML and CSS workflows to support digital marketing assets and faster design iteration.

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)