Gonca Onusluel Hepekiz
Senior UX Designer

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SUMMARY

Senior UX Designer with 5+ years of experience transforming complex problems into intuitive, accessible, and high-impact digital experiences across B2C and B2B platforms. Skilled in leading end-to-end design processes—research, flows, and high-fidelity prototyping—using Figma and modern design systems. Proven ability to translate broad product concepts into scalable solutions that align with business goals and user needs. Experienced in usability testing, interaction design, and cross-functional collaboration with PMs, engineers, researchers, and stakeholders to drive product strategy. Strong advocate for accessibility, human-computer interaction, and innovative solutions in SaaS, e-commerce, cloud platforms, and learning systems.

WORK EXPERIENCE

US FOODS | Senior *UX Designer*   Remote | January 2025 - Recent

- Transformed broad product concepts into user-centered B2C applications for independent restaurants and food service providers, reducing complexity in ordering and reporting workflows.
- Partnered with PMs, engineers, and leadership in Agile sprints to align research insights with business goals, influencing product direction and roadmap.
- Integrated AI-enhanced design solutions to streamline workflows and provide more innovative user experiences, improving efficiency and customer satisfaction.
- Led user interviews, usability testing, and competitive analysis; synthesized findings into actionable design recommendations.
- Designed and documented scalable design systems and high-fidelity prototypes in Figma to ensure visual and interaction consistency across teams.
- Advocated for accessibility best practices, ensuring inclusivity across diverse user groups.
- Presented design concepts and solutions to product teams and executives, gathering feedback to refine product direction.

TD SYNNEX | *UX Designer*   Remote | August 2021 - November 2024

- Drove redesign of SaaS onboarding flows and cloud collaboration platform, simplifying complex workflows and improving adoption and customer satisfaction.
- Established and maintained design libraries and reusable components, evolving visual systems that streamlined development and ensured brand consistency.
- Conducted usability testing and stakeholder feedback sessions to guide product strategy across cloud, e-commerce, corporate websites, and mobile applications.
- Partnered cross-functionally to translate high-level requirements into intuitive interfaces, wireframes, and high-fidelity prototypes.
- Enhanced marketing performance by creating HTML/CSS-based email templates and banners, accelerating campaign iterations.
- Regularly presented design decisions to executive stakeholders, incorporating feedback into design evolution.

Vaco LLC | *Legal Remover on-site at Google*   Austin, TX | January 2020 - July 2021

- Applied user-focused analysis in reviewing and removing harmful digital content, exceeding accuracy and productivity goals.
- Identified patterns that improved AI moderation workflows and training models.

Namtas Concrete Block Machines | *Senior Industrial Designer*   Izmir, Turkiye | October 2013 - July 2019

- Conducted research and usability improvements on machine control panel dashboards, simplifying operator workflows and enhancing efficiency.
- Directed production scheduling using ERP, increasing efficiency by 15%.
- Developed CAD/CAM prototypes, minimizing production errors and improving product quality.
- Redefined company website, driving a 25% increase in engagement and strengthening brand identity.

Delft University of Technology | *Assistant*   Delft, The Netherlands | September 2011 - June 2012

- Supported teaching in interactive technology design; guided students in creating Arduino-based prototypes for hands-on learning.

EDUCATION

Delft University of Technology | *MSc, Design Research for Interaction*   Delft, The Netherlands | 2012
Middle East Technical University | *MSc, Design Research for Interaction*   Ankara, Turkiye | 2012
Izmir University of Economics | *B.S., Industrial Design*   Izmir, Turkiye | 2008

ADDITIONAL EXPERIENCE

Skills:

- **Design & Prototyping:** Figma, Sketch, Adobe XD, InVision, Photoshop, Illustrator | Wireframing, High-Fidelity Prototypes, Design Systems
- **Research & Testing:** User Interviews, Usability Testing, Persona Development, Competitive Analysis
- **Collaboration & Strategy:** Cross-Functional Teamwork, Product Strategy, Design Leadership, Feedback Loops, Stakeholder Presentations
- **Technical**: HTML, CSS, Design Libraries, Evaluating Front-End (JavaScript)
- **Focus Areas**: Accessibility, Human-Computer Interaction, Systems Thinking

Certifications/Courses:

Code with Mosh The Ultimate HTML5 & CSS3: Part 1-2-3
Google UX Design Certification

Languages: Turkish, English

Awards: Bosch Toy Design Award 2007