

Gonca Onusluel Hepekiz

Senior Product Designer

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SUMMARY

Senior Product Designer with 5+ years of experience in creating intuitive, accessible, and high-impact user experiences across B2B and B2C platforms. Proven ability to lead end-to-end design processes—from research and wireframing to high-fidelity prototyping—using Figma. Adept at improving ordering workflows and reporting tools for industries like food service and distribution. Skilled in conducting user interviews, usability testing, and competitive analysis to inform design decisions. Deep understanding of responsive design, accessibility best practices, and modern front-end trends. Experienced in design library development, agile collaboration, and aligning cross-functional teams around scalable UX strategies. Passionate about human-computer interaction and delivering innovative solutions for SaaS, B2B & B2C e-commerce, learning platforms, marketing websites, and the foodservice and distribution sector.

WORK EXPERIENCE

US Foods | *Senior Product Designer*

Remote | January 2025 - Recent

- Led the end-to-end UX and visual design of B2B e-commerce applications tailored to independent restaurants and food service providers.
- Collaborated cross-functionally with product managers, engineers, and business stakeholders in an Agile environment to translate business goals into seamless digital experiences.
- Conducted user interviews, usability testing, and competitive analysis to uncover insights and drive data-informed design decisions.
- Created responsive, accessible, and scalable UI components using Figma.
- Designed intuitive interactions and clean visuals that improved ordering workflows, enhanced reporting tools, and helped customers reduce operational friction.
- Advocated for accessibility and user-centered design best practices across projects to support a wide range of user needs.
- Delivered high-fidelity prototypes and design documentation to ensure alignment with development teams and business objectives.

TD SYNnex | *UX Designer*

Remote | August 2021 - November 2024

- Identified user needs to enhance product designs; crafted solutions for cloud computing, e-commerce, corporate websites, mobile applications, and learning management systems.
- Demonstrated strong collaboration skills by working closely with cross-functional teams and stakeholders to guide design requirements and develop user interfaces (UIs), wireframes, and prototypes.
- Implemented design systems and libraries, providing reusable product components that streamlined development processes.
- Enhanced conversion rates by revamping the SaaS user onboarding process and redesigning our cloud-based collaboration platform.
- Played an important role in redesigning the corporate website with improved UX and increased customer satisfaction.
- Provided AI-supported HTML CSS development support for marketing emails and custom banners, streamlining design iterations and improving campaign efficiency.

- Exceeded daily targets by removing 150+ harmful online materials while ensuring legal compliance.
- Analyzed 4000+ legal complaints with 100% accuracy over 6 months.
- Discerned patterns to enhance AI training methodologies.

Namtas Concrete Block Machines | *Senior Industrial Designer*

Izmir, Turkiye | October 2013 - July 2019

- Conducted user research and gathered data to improve the ease of use of the control panel's user dashboard for concrete block machines, enhancing operator efficiency and satisfaction.
- Utilized ERP for scheduling in supervising the production team for concrete block mold manufacturing, resulting in a 15% increase in production efficiency and streamlined operations.
- Implemented CAD/CAM design for prototyping, minimizing errors, and enhancing final product quality.
- Revamped website design, resulting in a 25% increase in user engagement and a strengthened brand identity within 3 quarters.

Delft University of Technology | *Assistant*

Delft, The Netherlands | September 2011 - June 2012

- Organized course materials for Interactive Technology Design and offered tailored tech support to students.
- Demonstrated proficiency in creating interactive prototypes utilizing Arduino, contributing to the hands-on learning experience of participants.

EDUCATION

Delft University of Technology | *MSc, Design for Interaction*

Delft, The Netherlands | 2012

Middle East Technical University | *MSc, Design for Interaction*

Ankara, Turkiye | 2012

Izmir University of Economics | *B.S., Industrial Design*

Izmir, Turkiye | 2008

ADDITIONAL EXPERIENCE

Skills:

- **Design Tools:** Figma, Sketch, Adobe XD, InVision, Mural, Photoshop, Illustrator
- **Prototyping:** Wireframing, User Flows, Mockups, High-Fidelity Prototypes
- **Interaction Design:** UX/UI Design, Storytelling, Visual Design, Systems Thinking, Accessibility Integration
- **Technical Skills:** HTML, CSS, Design Libraries, Evaluating JavaScript for Front-End
- **Collaboration:** Cross-Functional Teamwork, Agile Development, Product Strategy
- **Problem-Solving:** Creative Thinking, Design Frameworks, Human-Computer Interaction
- **User Research:** Usability Testing, Persona Creation, Human Interaction

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