

Gamze Baloglu

Product Designer



+351-911-503301



ggamzebaloglu@gmail.com



Lisboa, Portugal

EDUCATION

Mar 2026 - Jun 2026

Ironhack

AI Driven UI/UX Bootcamp

PROGRAMS

- Figma
- Framer

SKILLS

- Product Design
- B2B/B2C/SaaS
- Prototyping
- UX Research
- Wireframing
- Prototyping
- User Flows
- High-Fidelity UI
- Design Systems
- Mobile App Design
- Web Design
- Information Architecture
- Client Communication
- Developer Handoff

ABOUT ME

Product Designer with 3+ years of experience designing B2C, B2B, and SaaS products for global brands such as **Starbucks, Lululemon, Emirates, Wizzo and Costa Coffee**. Experienced in mobile apps, web platforms, and internal tools, covering the full UX process from user flows and interaction design to high-fidelity UI and developer handoff. Works closely with clients, product teams, and engineers to ship real products to production.

My Portfolio link: gamzebaloglu.com

EXPERIENCE

Mar 2026 - Jun 2026

Ironhack

Rauva International Transfer Flow Redesign

Redesigned the international transfers flow for Rauva, a Portuguese business banking platform, as part of a 3-person team.

- Conducted user interviews with SME owners and freelancers, performed heuristic analysis of the existing flow, and delivered high-fidelity UI across desktop and mobile aligned with Rauva's new brand guidelines.
- Most Impressive UI Design — Final Project Award
- All-Rounder Excellence — Final Project Award & Hackshow Representative

2024-2026

Retter.io | Turkey

Product Designer

Worked on B2C and B2B digital products for international brands, focusing on mobile apps, web platforms, and feature development.

- Designed **Starbucks Turkey** web and mobile experiences, including in-app flows, interactive features, and UI components
- Designed the **Lululemon Turkey** mobile app end-to-end, from user flows to final UI, working directly with the client
- Created the **Emirates MMI-ELR** landing page using Framer and delivered it for production
- Designed and launched the **Medisa Health Insurance** website using Framer
- Designed **Costa Coffee** app features, including in-app banners, UI updates, and feature improvements
- Designed an internal **Emirates** employee app, covering key user flows and core screens
- Collaborated with developers and product teams to ensure designs were ready for implementation

SELECTED CLIENTS & PRODUCTS

- Emirates
- Starbucks
- lululemon
- Wizzo
- Costa Coffee
- Medisa

LANGUAGE

- Turkish
- English

2023-2024

OPVS.io | Turkey

Junior Product Designer

Worked on Web3 and SaaS products, supporting both internal teams and external clients.

- Led the rebranding of OPVS, creating a modern and consistent visual identity
- Designed and launched the OPVS website
- Designed Prepwn, a smart contract security and code analysis tool, including branding, web app UX, and a Framer landing page
- Designed Mitos, a Web3 survey platform, including a landing page and a mobile demo for investors
- Created branding and landing pages for Metatron, a VC firm
- Worked with developers and stakeholders to ensure design consistency and smooth implementation

2023-2024

Inverter Network | Switzerland

Junior Product Designer

- Redesigned the company website and landing pages to improve visual quality and clarity
- Designed internal tools and interfaces used by the team
- Created social media visuals and presentation decks
- Worked with developers to ensure designs followed design systems and were implemented correctly