

Berfin Ayhan

Product Designer based in NYC

EXPERIENCE

Ribbon Home | NY, NY – *Product Designer*

FEB 2021 - PRESENT

Product designer for real estate technology Series C startup, leading design on web platform geared buying agents.

EY Design Studio/Doberman | BK, NY – *Product Designer*

FEB 2020 - FEB 2021

Product designer for various clients across EY and Doberman's (pre-acquisition) portfolio in finance, consumer, and b2b

Re:Coded | IST, TR – *Designer in Residence*

NOV 2019 - FEB 2020

Worked with student refugees and those from conflict affected areas on UX/UI; led design thinking workshops.

WeWork | NY, NY – *Product Designer*

DEC 2018 - NOV 2019

.com experience strategy, conversion, internal real estate software; responsible for design improvement and strategy across product launches leading to tangible customer conversion results.

Google (via Adecco) | NY, NY – *UX Designer*

AUG 2018 - NOV 2018

Worked on the Google Maps team on search results, native apps for iOS and Android – developing UX patterns for places-of-interest search; increase engagement with the Discovery feature on Maps.

frog design | NY, NY – *IXD Intern*

JUN 2018 - NOV 2018

VMLY&R | KC, MO – *Experience Design Intern*

JUL 2017 - AUG 2017

EDUCATION

VCU Brandcenter | RVA – *M.S. Business, User Experience Design*

2016 - 2018

Fordham University | NY, NY – *B.A. Communications and Media Studies*

2009 - 2013

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SKILLS

Product Design

Product Strategy

Prototyping

Information

Architecture

User Research/Testing

A/B Testing

Design Systems

SEO Design

User Journeys

Design Thinking

Workshops

Designing for native iOS, Android, desktop and web

TOOLS

Figma

InVision

Principle

Dovetail

Whiteboard, Pencil and Paper

The latest and greatest in prototyping and presentation software

ACCOLADES

FastCo. Innovation by Design Awards, 2018