

# Berfin Ayhan

Product Designer based in New York City with 4+ years of design expertise.

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## EXPERIENCE

### Ribbon Home | New York, NY – *Product Designer*

FEBRUARY 2020 - PRESENT

Product designer for real estate technology company

### EY Design Studio (Formerly Doberman Design Inc.) | Brooklyn, NY – *Product Designer*

FEBRUARY 2020 - FEBRUARY 2021

Product designer for various clients across Ernst & Young's portfolio in finance, retail, and b2b services.

### Re:Coded | Istanbul, TR – *Designer in Residence*

NOVEMBER 2019 - FEBRUARY 2020

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

### WeWork | New York, NY – *Product Designer*

DECEMBER 2018 - NOVEMBER 2019

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

### Google Via Adecco | New York, NY – *UX Designer*

AUGUST 2018 - NOV 2018

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

## EDUCATION

### VCU Brandcenter | Richmond, VA – *M.S. Business, User Experience Design*

2016 - 2018

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

2009 - 2013

## SKILLS

Product Design

Product Strategy

Prototyping

Information Architecture

User Research/Testing

A/B Testing

Design Systems

SEO Design

User Journeys

Design Thinking Workshops

## 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