

Ali Uyanik

Senior Product Designer

Dallas, TX (Open to relocate)

Authorized to work in the United States. No current or future sponsorship required.

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PROFESSIONAL SUMMARY

Senior Product Designer with 8+ years of product design experience and 15+ years in visual design. Experienced in leading end-to-end design for AI, SaaS, B2B, and B2C products, from research and strategy to UI design, prototyping, and launch. Has helped startups build their products from 0 to 1, going beyond pretty design to shape product direction and business strategy. Skilled in leveraging AI tools and contributing to AI-powered product development. A strong collaborator and mentor who partners with product, engineering, and business teams to deliver scalable, user-centered experiences.

WORK EXPERIENCE

Founder & Product Designer

Remote
2026 – Present

DepthData (B2B SaaS, AI Product) · depthdata.app

- Designed and built DepthData end to end, a B2B SaaS platform that unifies a company's AI-tool adoption, spend, and ROI from every vendor console into one governed, audit-ready view, from concept and brand to a shipped product.
- Owned the full product experience across data-dense dashboards, scoring, coaching, analytics, and leaderboards, with a cross-platform design system and custom data visualizations.
- Built the product hands-on with AI, a React, Next.js, and TypeScript front-end and a NestJS and PostgreSQL back-end, with secure integrations into AI vendor admin consoles.
- Defined product strategy, information architecture, and a privacy-first, read-only trust model, and shipped the marketing site and pitch.

Lead Product Designer

Dallas Fort Worth
May 2024 – May 2026

Professional Bull Riders · pbr.com

- Led product design across PBR's digital ecosystem, including PBR.com, WatchPBR, native mobile app, World Finals, and Team Series platforms, serving millions of fans (+3M monthly) across web and mobile experiences.
- Owned the end-to-end redesign of PBR's core digital products, modernizing the user experience with a mobile-first strategy that contributed to a 90% increase in mobile engagement and increased 60% ticket sales.
- Built and managed PBR's first cross-platform design system, defining UI components, tokens, accessibility patterns, and usage guidelines across product and marketing teams.
- Designed and launched key fan engagement experiences, including live event tickers, real-time scoring and standings, athlete and team profiles, advanced statistics, event recaps, streaming experiences, watch guides, ticketing flows, and championship event websites. These initiatives improved content discoverability, increased user engagement, and encouraged fans to spend more time interacting with PBR's digital platforms.
- Partnered closely with product, engineering, marketing, sponsorship, analytics, and executive stakeholders to align user experience strategies with revenue, subscriptions, fan engagement, and brand growth initiatives.
- Conducted user research, usability testing, accessibility reviews, and competitive analysis while leveraging AI-powered tools and workflows to accelerate discovery, content creation, and design iteration.
- Mentored designers, led design critiques, established UX best practices, and presented product vision, design strategy, and performance insights to executive leadership to influence roadmap and investment decisions.

Product Design & Prototype Lead

Dallas/TX
Jan 2023 – May 2024

Tronic.app · tronic.app

- Led end-to-end product strategy for B2B SaaS and Web3 dashboards, defining a cohesive visual language across acquisition, onboarding, and core product flows.
- Created a token-based design system with accessibility standards, improving usability for motor-impaired users and ensuring scalable UI governance.
- Collaborated cross-functionally with product, engineering, and leadership to deliver high-fidelity, dev-ready prototypes with minimal oversight.
- Integrated usability testing and accessibility QA into sprints, reducing post-launch design debt by 40%.
- Mentored designers and contributed to evolving design best practices across the organization.

UX/UI Designer

Dallas/TX
May 2022 – Dec 2022

900lbs Creative · 900lbs.com

- Designed enterprise SaaS and immersive applications, balancing strong visual design with usability and accessibility requirements.

- Conducted user research and testing to support data-driven UI decisions that reduced cognitive load and improved task completion.
- Built reusable UI components and patterns that reduced design iteration time by 35%.
- Collaborated with cross-disciplinary teams in an agency environment, delivering polished, on-brand digital experiences.

UX/UI Designer

Dallas/TX

Aug 2021 – May 2022

Groove Jones · groovejones.com

- Designed AR/VR/XR digital experiences for major brands including AT&T, Meta, ExxonMobil, Toyota, and NBC.
- Delivered visually compelling, performance-optimized interfaces across emerging platforms while maintaining accessibility-aware interaction patterns.
- Worked closely with producers, engineers, and strategists to translate concepts into award-level digital executions.

Art Director

New York/NY

Dec 2017 – Aug 2021

Henry York Advertising

- Led visual direction for digital, print, and interactive marketing campaigns for enterprise clients.
- Oversaw and mentored designers, establishing creative standards, visual consistency, and review processes.
- Introduced interactive and UX-driven design approaches that increased client engagement by 30%.
- Partnered with writers, strategists, and account teams to deliver cohesive, on-brand creative across channels.

EDUCATION

Touro University Graduate School of Technology

New York, NY

Master's Degree in Web and Multimedia Design and Development, GPA 3.77 / 4.0

2019 – 2021

Akdeniz University

Bachelor's Degree in Graphic Design, GPA 3.8 / 4.0

Antalya, Turkey

2014 – 2018

TECHNICAL SKILLS

- **Design Tools:** Figma (7 years), Adobe CC (17 years) (Photoshop, Illustrator, After Effects, Premiere)
- **AI Tools & AI Developing:** Claude, Claude Code, ChatGPT, Cursor, Codex, Replit, Vercel, v0, Builder.io, Figma Make; prompt-driven design, AI-assisted prototyping and code, research synthesis, and design-workflow automation ("vibe coding"); MCP connections between AI tools and Figma
- **Full-Stack & Frontend Build:** Next.js, React, TypeScript, Tailwind, shadcn/ui, NestJS, PostgreSQL, Prisma, Redis, HTML/CSS
- **User Research & testing:** Maze, UserTesting, Google Forms, Q/A, A/B & usability testing
- **Prototyping:** Figma (interactive, component variants), AI prototyping (Claude, Claude Code, Cursor, v0), functional code prototypes, HTML/CSS
- **Design Systems:** Token-based and pixel perfect component libraries, cross-platform scalability
- **IoT & Hardware Design:** Interfaces connected to sensors, XR devices, and AR displays
- **Accessibility & WCAG Compliance:** Designing inclusive interfaces per WCAG AA standards (color contrast, focus order, screen reader testing).
- **Design Leadership:** Strategy, Mentorship, Cross-functional Collaboration

NOTABLE CLIENTS & COLLABORATIONS

PBR, WWE, UFC, OxeFit, Meta, Amazon AWS, Asana, AT&T, ExxonMobil, Volvo, Toyota, CNBC, Bell, Textron Systems, EY, Royal Caribbean

INDUSTRIES

AI, SaaS, Sports & Entertainment, Live Streaming, Fitness & HealthTech, Web3 & Blockchain, Fintech, Loyalty & Rewards, Gaming & Gamification, AR/VR/XR, Consumer Mobile Apps, B2B Enterprise Software, B2C Digital Products, Marketing & Advertising Technology, E-commerce, Branding and Startup Products.