

Ismail Yavuz Paksoy

Senior UX / Product Design Leader — AI-native, design-engineering minded

The hands-on designer of **PASSO** — a live, bank-backed, multi-vertical SuperApp — with 13+ years spanning enterprise & aviation software, IoT/hardware and academic HCI research. I **design with and build AI tools** (including the multi-agent system behind this portfolio) and ship production code. Ph.D. researcher in conversational interfaces — leading with research rigor over vanity metrics.

01 EXPERIENCE

- Dec 2022 – Jan 2026 **Senior UX Design Manager — PASSO / AktifBank**
The hands-on UX designer across a live, bank-backed SuperApp spanning 50+ stadiums and 550+ ticketed venues — ticketing, finance, e-commerce, transport, lottery and NFT — owning research, IA, interaction and UI end to end. Built and governed a multi-platform design system of ~730 components; coordinated ~14 cross-functional workstreams and partner integrations (incl. Web3/NFT “souvenir tickets” with Tixbase). Shipped most ticketing, seat-selection, checkout and entry flows to production; validated through usability testing, card sorting and end-to-end UAT — research-led, with no quantitative product outcome metrics available to quote.
- Sep 2022 – Jan 2023 **Senior UX & Research Consultant — TalentGrid**
Built a unified design system across three recruitment-platform surfaces; re-engineered candidate registration and matchmaking flows.
- Mar 2022 – Sep 2022 **Senior → Lead Product Designer — 4D Sight**
Led UX for campaign & analytics dashboards on an AI-driven streaming/advertising SaaS; contributed to a global B2B design system and facilitated cross-company co-design workshops.
- 2016 – 2019 **Co-founder & Designer — Coolin / YAKO Teknoloji**
Co-founded a grant-funded (TÜBİTAK) medical-IoT venture — a smart portable insulin cooler. Designed the mobile app, branding, hardware packaging, CAD and investor materials. Two filed patent applications (Coolin & Doorac).
- 2013 – 2022 **Researcher / RA & UX Studio Supervisor — METU**
Sole supervisor of all projects in a Design-for-Voice voice-assistant studio (ID414); UX supervisor for a digital-banking studio (ID302) and a design studio (ID402); co-instructor of “UX for Special User Groups” (ID415, 16 students shipping production-ready apps). Ran enterprise usability-testing labs (clients incl. Garanti BBVA, Arçelik/Beko, Siemens, Hepsiburada); research in conversational interfaces, voice assistants and contextmapping.
- 2012 – 2013 **Sole UX Designer — Bilsesa · Turkish Airlines / Turkish Technic**
Sole UX designer on an enterprise aircraft-maintenance system (warehouse management, inventory tracking), built from scratch in ~6 months.

02 SELECTED PROJECTS

- 2026 **AI Portfolio System** — a multi-agent knowledge base + evidence-grounded recruiter chat agent (this portfolio); Claude/Gemini, Node, prompt engineering.
- 2014 · 2018 **Project Sheeperd** — outdoor physical-computing / IoT game (Arduino, drone, light sensors, haptics). Shortlisted, IxDA Interaction Awards 2018.
- 2012 **TakeCare** — EEG brain-computer-interface system letting bedridden patients control their environment and communicate; full UI + working prototype (B.Sc. graduation).
- 2016–19 **4 peer-reviewed publications** — generative design research, conversational interfaces, dynamic ride-sharing, 3D surface texturization.

EXPERTISE

Design systems & DesignOps · tokens · responsive mobile/web
UX research & usability · labs · generative · contextmapping · sprints · a11y
AI-native design & build · Claude · Codex · Google Stitch · Figma Make · Bolt · Lovable · RAG · prompt engineering · multi-agent orchestration
Product & UX metrics · Product + UX KPIs · HEART · SUS/ CES
Engineering & physical computing · TypeScript · Python · Swift · Kotlin · C++ · Arduino · MQTT · parametric CAD · BCI

EDUCATION

Ph.D. Candidate, Industrial Design · METU · 2016–present · thesis stage · conversational interfaces
M.Sc., Industrial Design · METU · 2016
B.Sc., Industrial Design · Izmir University of Economics · 2012
Experience Design (exchange) · Loughborough University, UK · 2017–18

TOOLS

Figma · Sketch · Adobe XD · Photoshop (ACE) · Illustrator · Rhino · Grasshopper

LANGUAGES

Turkish · Native
English · Fluent · IELTS 7.5
Italian · Beginner