

İsmail Yavuz Paksoy

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

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SUMMARY

Senior UX and product design leader with 13+ years across consumer super-apps, enterprise and aviation software, IoT/hardware, and academic HCI research. The active hands-on designer of PASSO, a live, bank-backed multi-vertical SuperApp, where I owned end-to-end UX and a ~730-component design system. I design with and build AI tools (including a multi-agent system that powers my portfolio) and ship production code across web and native. Ph.D. researcher in conversational interfaces; co-founder of a grant-funded medical-IoT startup. I lead with research rigor and honest evidence over vanity metrics.

CORE SKILLS

Design: Design systems & DesignOps, design tokens, responsive mobile/web, Figma, Sketch, Adobe XD; Adobe Certified Expert (Photoshop), Illustrator, After Effects.

Research: Usability labs, generative research, contextmapping, design sprints, accessibility (a11y); Product & UX KPIs, HEART, SUS/CES.

AI-native: Claude, OpenAI Codex, Google Stitch, Figma Make, Bolt, Lovable; RAG, prompt engineering, multi-agent orchestration.

Engineering: TypeScript/JavaScript, Python, Swift/SwiftUI, Kotlin, C++.

Phygital/IoT: Arduino, MQTT, parametric CAD (Rhino/Grasshopper), brain-computer interfaces.

Languages: Turkish (native), English (fluent, IELTS 7.5), Italian (beginner).

EXPERIENCE

Senior UX Design Manager — PASSO / AktifBank

Istanbul · December 2022 – January 2026

- The active hands-on UX designer across a publicly live, bank-backed SuperApp — a platform spanning 50+ stadiums, 40+ football clubs and 550+ ticketed venues — covering ticketing, regulated service banking (multi-currency investment products, loans, FAST instant payments), e-commerce, transport, lottery and NFT ticketing; owned research, information architecture, 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, including Web3/NFT souvenir ticketing with Tixbase.
- Shipped most ticketing, seat-selection, checkout and entry experiences to production; validated through moderated usability testing, card sorting, A/B preference studies and end-to-end UAT (research-led; no quantitative product outcome metrics available to quote).

Senior UX & Research Consultant — TalentGrid

September 2022 – January 2023

- Built a unified design system deployed across three recruitment-platform surfaces; re-engineered candidate registration and matchmaking flows.

Senior → Lead Product Designer — 4D Sight

Remote / San Francisco · March 2022 – September 2022

- Led the UX/UI team (UI design, UX/service design and UX research) on an AI-driven streaming/advertising SaaS; built the company design system, the streamer-facing platform screens and an internal advertiser/campaigner platform; created an interactive installation in San Francisco to attract streamers and investors; ran company-wide co-design workshops.

Co-founder & Designer — Coolin / YAKO Teknoloji

2016 – 2019

- 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).

Researcher / Research Assistant & UX Studio Supervisor — Middle East Technical University (METU)

2013 – 2022

- Sole supervisor of all student 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), where 16 students shipped production-ready apps.
- Ran enterprise usability-testing labs (clients including Garanti BBVA, Arçelik/Beko, Siemens, Hepsiburada); research in conversational interfaces, voice assistants and contextmapping.

Sole UX Designer — Bilsesa (Turkish Airlines / Turkish Technic)

2012 – 2013

- Sole UX designer on an enterprise aircraft-maintenance system (warehouse management, inventory tracking), built from scratch in approximately six months.

SELECTED PROJECTS

- **AI Portfolio System (2026)** — a multi-agent knowledge base and evidence-grounded recruiter chat agent; Claude/Gemini, Node, prompt engineering.
- **Project Sheepd** — outdoor physical-computing / IoT game (Arduino, drone, light sensors, haptics). Shortlisted, IxDA Interaction Awards 2018.
- **TakeCare (B.Sc. graduation, 2012)** — an EEG brain-computer-interface assistive system letting bedridden patients control their environment and communicate; full UI design and working prototype.

TEACHING & SPEAKING

- Founder and Season-1 host of "Tones of UX" (2021–22) — a public METU UX speaker series with industry guests; 15 episodes on YouTube.
- Guest UX-process lecturer, re:coded coding bootcamp (2022) — Double Diamond; Research → Analysis → Design → Validation.
- Workshop co-facilitator, UTAK 2020 (National Design Research Conference) — remote idea generation with the Fictionation method.
- Court-appointed expert witness (bilirkişi) on design/UX matters, Turkish courts.

EDUCATION

- Ph.D. Candidate (thesis stage), Industrial Design, METU — 2016–present (conversational interfaces).
- M.Sc., Industrial Design, METU — 2016.
- B.Sc., Industrial Design, Izmir University of Economics — 2012 (with honors).
- Experience Design, study-abroad exchange, Loughborough University (UK) — 2017–18.
- Graphic Design, visiting student, Bilkent University — 2016–17 (advanced typography, character animation).

PUBLICATIONS

- Bayırlı, Paksoy & Börekçi (2019). Idea generation using the Fictionation design tool. UNIDCOM/IADE.
- Kulaksız, Güngör-Boncukçu, Oğur, Paksoy, Turhan & Doğan (2019). Generative design research for sustainability. Re:Research Vol. 3, Intellect.
- Özgürlük & Paksoy (2019). Dynamic ride-sharing as an alternative transportation mode. UNIDCOM/IADE.
- Paksoy & Börekçi (2016). Exploration of 3D surface texturization. Design Principles & Practices.