

İsmail Yavuz Paksoy

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

Thirteen years, across the board.

I design and **build** products end to end — and I've done it across an unusually wide range: enterprise & aviation software, an assistive brain-computer interface, a phygital game, a medical-IoT startup I co-founded, AI SaaS, a recruitment platform, and the hands-on design of a live, bank-backed SuperApp — grounded throughout in academic HCI research. Lately I work **AI-natively**, with AI tools inside my own process. This book is that range, chapter by chapter.

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CAPABILITIES

- Design systems & DesignOps**
component libraries, tokens, responsive web/mobile.
- UX research & usability**
labs, generative, contextmapping, sprints, a11y, KPI fluency.
- AI-native design & build**
Claude · Codex · Stitch · Figma Make · Bolt · Lovable · RAG · multi-agent.
- Engineering & physical computing**
TypeScript · Python · Swift · Kotlin · C++ · Arduino · CAD · BCI.

PASSO — a bank-backed SuperApp, one system

PASSO is a publicly live, bank-backed **SuperApp** — a sports & event ticketing platform extended into consumer finance, e-commerce, transport, lottery and Web3/NFT ticketing. I was the **active hands-on UX designer** across it, owning research, IA, interaction and UI end to end, while coordinating roughly fourteen cross-functional workstreams. Per the platform's 2025 partnership materials, it spans **50+ stadiums, 40+ football clubs and 550+ ticketed venues** — the scale the design system had to hold together.

At the centre sat a **multi-platform design system of ~730 components** that I built and governed — the connective tissue holding a sprawling, multi-vertical product together. Validation was research-led (usability testing, card sorting, A/B preference studies, end-to-end UAT); the story is systems and craft at scale, not vanity metrics.

The hardest surfaces were the **regulated banking ones**: a full service-banking layer with **multi-currency investment products** (bonds and TL/USD/EUR repo — buy/sell, holdings tracking, post-cutoff instruction flows, calculators, earnings graphs), **loans** (installment payment, a calculator with live amortization plans, applications), **instant payments** (FAST, pay-by-QR) and account security. State-rich, edge-case-heavy financial UX — the kind where the design system earns its keep.

ROLE

The active in-house hands-on designer — research, IA, interaction, UI, design system, UAT.

VERTICALS

Ticketing · seat selection · checkout · entry · finance · e-commerce · transport · lottery · NFT.

TAGS

Design systems

Multi-vertical

FinTech

~730

COMPONENTS

~14

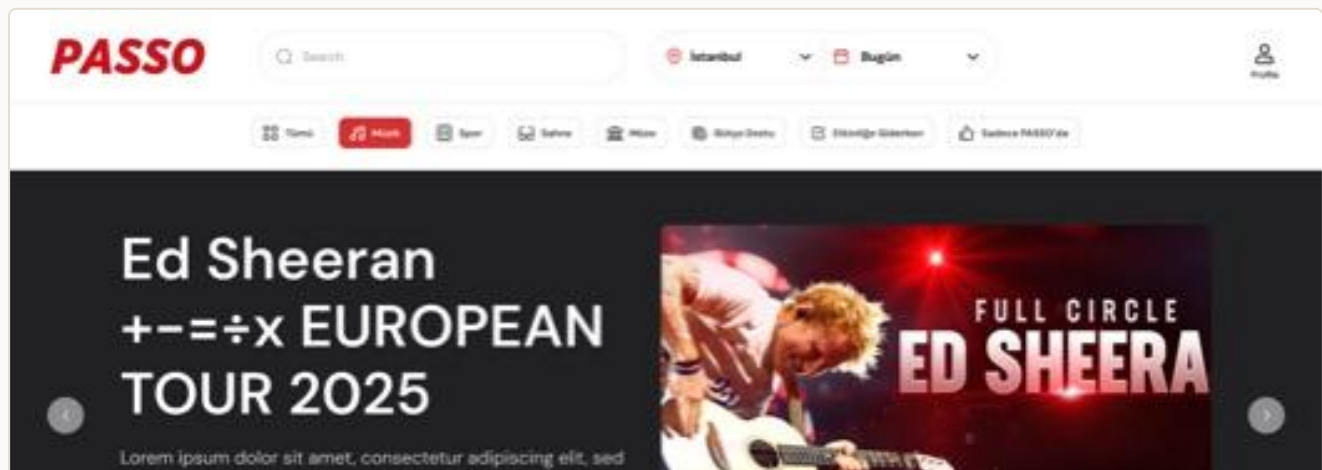
WORKSTREAMS

Live

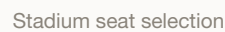
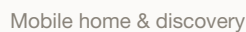
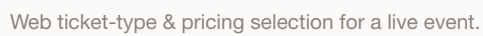
IN PRODUCTION

3+ yrs

END-TO-END



PASSO web — artist & event discovery across the multi-vertical platform.



01 · PASSO

YAVUZ PAKSOY

4D Sight — UX for an AI streaming SaaS

4D Sight is an AI-driven streaming & advertising platform for the games/creator economy. I led UX for the campaign and analytics product — onboarding, dashboards, empty states and the design system — and helped scale the design function with co-design workshops.

ROLE

Senior → Lead Product Designer; UX for dashboards & onboarding, B2B design system.

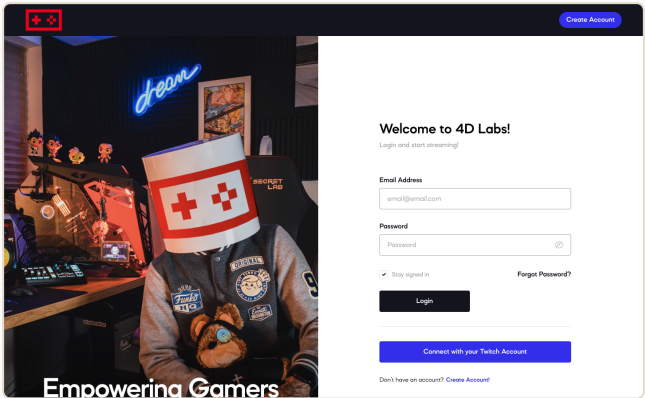
TAGS

B2B SaaS

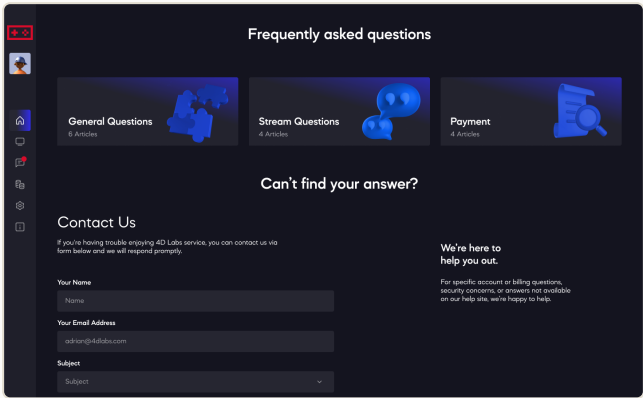
Dashboards

Design system

AI / streaming



Onboarding — a branded split sign-in.



Support & help — a considered system state.

TalentGrid — one system, three recruitment surfaces

TalentGrid is a developer-recruitment platform. I built a **unified design system** deployed across three distinct surfaces and re-engineered the core candidate registration and matchmaking flows — bringing consistency to integrations, positions, hiring and company management.

ROLE

Design system across 3 surfaces; registration & matchmaking flows.

TAGS

Design system

Recruitment

B2B

Flows

The screenshot shows the 'Integrations' page in the TalentGrid application. The top navigation bar includes 'Dashboard', 'Positions', 'Company', 'Team', and 'Integrations' (which is highlighted). On the right, there are links for 'Feedback' and a user profile icon labeled 'EG'. The main content area is titled 'Integrations' and contains a sub-header: 'When you integrate your ATS (Application Tracking System), candidates who accept your interview requests will be automatically added to your ATS providers.' Below this, there is a section for 'Connect to Greenhouse'. It features the Greenhouse logo on the left. The text reads: 'Connect to Greenhouse. Integrate your hiring workflow with Greenhouse. See the [instructions](#) to get an API Key. Candidates who accept your interview requests will be automatically added to your Greenhouse account and you will be able to track their status there.' There is a text input field labeled 'Enter API Key' and a blue 'Connect' button. Below this section, there is a partially visible section titled 'Connected to Greenhouse'.

ATS integrations (Greenhouse, Workable, Lever, Slack) — one system across the platform's surfaces.

Coolin / YAKO — a medical-IoT startup, co-founded

Coolin is a **smart portable insulin cooler** — a phygital hardware + software product that keeps insulin at a safe temperature for people with diabetes. As co-founder and designer I owned the mobile app, branding, hardware packaging, CAD and investor materials. The venture was grant-funded (TÜBİTAK), with **two filed patent applications** (Coolin & Doorac).

It's the clearest proof that I can take a product from **CAD to cap table** — industrial design, electronics, app and business, end to end.

ROLE

Co-founder & designer — product, app, branding, CAD, packaging, pitch.

TAGS

Co-founder

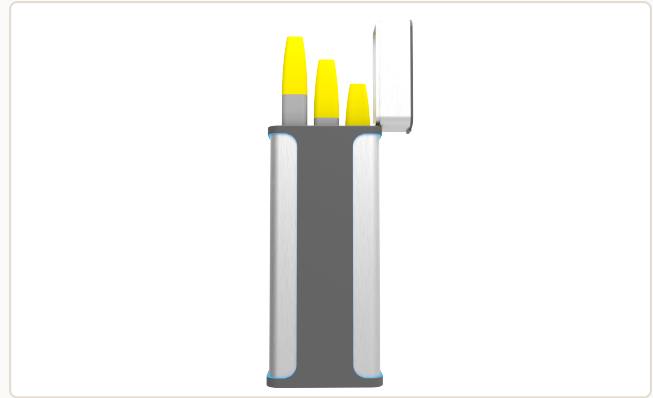
Medical IoT

Industrial design

Patents (filed)



Industrial design — the portable cooler



Opened — holding insulin pens at temperature

TakeCare — a brain–computer interface for bedridden patients

An assistive technology that engages bedridden patients to become **self-managers of their own health**. An EEG headset interprets the patient's brain signals; a bed-mounted monitor presents a **pictogram-based interface** they navigate by directional selection and a dwell-to-confirm ring. Through it they **communicate** (spelling to speech, messaging doctors), **control their environment** (bed, A/C, lights, media), enjoy leisure, and raise an **emergency call**.

I designed the entire interface — patient and doctor side — and built a working prototype with three engineers. My first UX project, in 2012; the accessibility, phygital and designer-with-engineers threads start here.

MY ROLE

Full UI/UX (patient + doctor), pictogram system, interaction model; prototype with 3 engineers.

TAGS

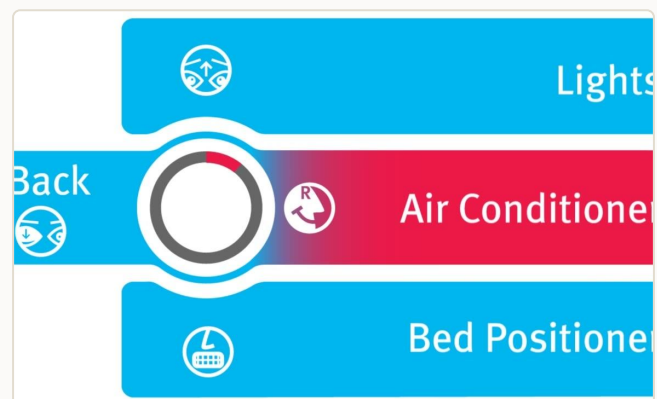
Accessibility

BCI · EEG

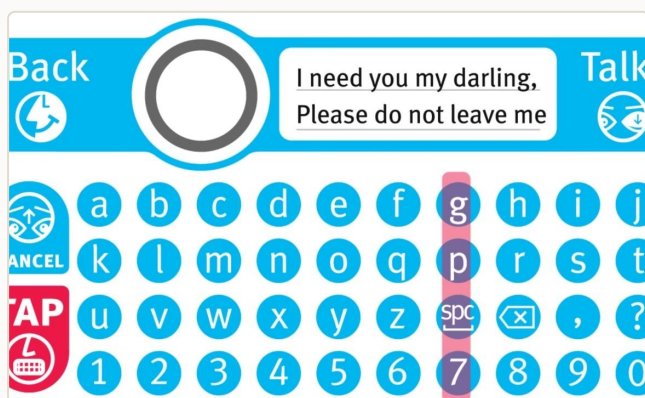
HealthTech



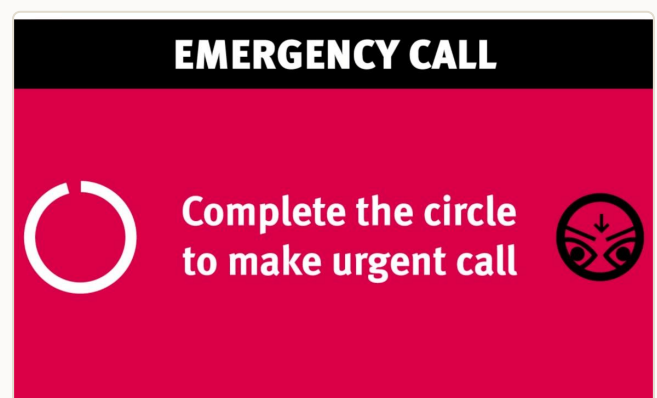
Brain-signal radial menu with a dwell-to-confirm ring.



Environmental & bed control (lights, A/C, bed).



Spelling keyboard → speech synthesis.



Emergency call.

Project Sheperd — an outdoor game played with a drone

An experimental outdoor multiplayer game where players track a quadcopter's projected light beam through wearable Arduino caps with light sensors and haptic feedback. A six-person team built the full phygital system — drone, wearables, custom firmware — and it was **shortlisted for the IxDA Interaction Awards 2018** and shown at Ankara Maker Faire.

Physical computing

Arduino · IoT

Haptics

Interaction prototyping

ALSO · CASE STUDY

Sole UX Designer

Turkish Airlines / Turkish Technic

2012 – 2013

Bilsesa — aircraft-maintenance software for an airline

My first industry role: the **sole UX designer** on an enterprise **aircraft-maintenance system** for Turkish Airlines / Turkish Technic — warehouse management and inventory tracking — built from scratch in roughly six months. Zero-tolerance, operational enterprise UX, owned end to end. (Under NDA; shown here in summary only.)

Enterprise

Aviation

Operational UX

Sole designer

METU — research, supervision & published design science

Alongside industry, I taught and led research across ~6 **METU courses** — UX, physical computing, interactive multimedia and voice. I was the **sole supervisor** of a Design-for-Voice voice-assistant studio (ID414), **UX supervisor** for a digital-banking studio (ID302 — a "Transition to Digital Banking" GarantiApp project that directly prefigured my PASSO work) and a design studio (ID402), and **co-instructor** of "UX for Special User Groups" (ID415), where 16 students shipped production-ready apps. I ran enterprise usability-testing labs for major clients and coined the term "**phigital**" in published generative-research work.

I'm a **Ph.D. Candidate** (thesis stage) in conversational interfaces, with **four peer-reviewed publications** — generative design research, conversational interfaces, dynamic ride-sharing, and 3D surface texturization.

SUPERVISION

Sole supervisor — ID414 (voice). UX supervisor — ID302 / ID402. Co-instructor — ID415.

RESEARCH

Conversational interfaces · contextmapping · generative methods · "phigital".

ALSO · 2026

An AI portfolio system — grounded in evidence

The clearest proof that I work AI-natively: I turned a decade-deep career archive into an evidence-graded knowledge base and built a recruiter **chat agent** on top that answers *only* from verified, cleared facts and admits what it doesn't know. Built with Claude / Gemini, Node and disciplined prompt engineering — design judgment and working code in one person. (This very book and site are part of it.)

Multi-agent

Prompt engineering

RAG-style grounding

Node

More work — the wider map

INSIDE PASSO — WORKSTREAMS

Ticketing & seat selection · Secure checkout & payments · Stadium entry & access · Service banking — multi-currency investment (repo / bonds), loans & FAST instant payments · MasterPass / Mastercard Priceless · Add-to-Wallet · Ticket insurance · PASSOLig fan cards · NFT / Web3 souvenir tickets · E-commerce (Dükkan) · Fan transport to stadiums · Football engagement & transfers · PINQ game & gamification · Web platform & design system.

TEACHING & MENTORING — METU + BEYOND

ID302 digital-banking UX studio (GarantiApp — PASSO precursor) · **ID402** design studio · **ID413** physical computing / Arduino · **ID313** interactive multimedia · **ID414** Design for Voice · **ID415** UX for Special User Groups (16 students shipped apps) · **re:coded** guest UX lecturer (2022) · **UTAK 2020** design-research workshop · court-appointed expert witness (*bilirkişi*) on design/UX matters.

OTHER INDUSTRY ROLES

4D Sight — UX for an AI streaming/ad SaaS; campaign & analytics dashboards; B2B design system.

TalentGrid — unified design system across three recruitment-platform surfaces.

Bilsesa · Turkish Technic — sole UX designer, enterprise aircraft-maintenance system.

RESEARCH & ACADEMIC

Ph.D. — conversational interfaces (thesis stage) · M.Sc. thesis — 3D surface texture & Repertory Grid · Generative design research (coined "phigital") · Ride-sharing UX (TAG) multi-method study · four peer-reviewed publications.

EARLY & MULTIDISCIPLINARY

Rolls-Royce brand-extension wristwatch (concept) · modular station/airport bench · portable outdoor table · "Sirketica" original typeface · fast-food retail identity · "Vibe Budget" early iPhone app.

Designer, engineer, AI-native — available.

Open to Design Engineer / Product Design / AI-adjacent roles.