

BUSE ÖZEN

SENIOR UX DESIGNER

PRODUCT & SERVICE DESIGN • AI & DESIGN • FINTECH

Senior UX designer with 8+ years across digital banking, enterprise products and consulting. I connect research, product strategy and hands-on interaction design to turn complex financial and service problems into clear, testable experiences, from detailed flows to future-facing AI-enabled product visions.



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EXPERIENCE

2024 — Ongoing	Senior UX Designer COMMENCIS Led end-to-end UX and product design across banking engagements. For İş Bankası Vision 2027, translated research, benchmarks and workshop outputs into product principles, journeys, concepts and prototypes & spanning personalization, security, proactive banking and AI-assisted design. Alongside this, I contributed to İşCep / Vision 2027 concepts around personalization, security and proactive protection, and led a 1 year hands-on UI engagement for Riyad Bank's GCC digital banking product. I also explored AI & Design workstreams conversational concepts, explainability and AI-assisted prototyping to shape how the bank experiments with agentic experiences.
2022 — 2024	Design Team Lead YAPI KREDİ Led design work across digital banking products from problem framing and journey definition through screen-level delivery. Combined hands-on UX with team leadership and project coordination across card, account and lifestyle touchpoints, aligning customer needs, business goals and design-system consistency.
2021 — 2022	Sr. UX Designer & Researcher / PM UXSERVICES Managed UX engagements while facilitating and leading observer teams for 1:1 user interviews. Planned research, synthesized findings and translated evidence into product recommendations across finance, media & television, health and travel.
2018 — 2021	UX Designer IBM iX Designed enterprise experiences across finance, travel & tourism, telecom, health and cloud systems. Contributed to research, journey mapping, interaction design and prototyping. Trained as a Design Thinking coach; facilitated 10+ workshops, joined 20+ more.
2018	Undergraduate Research FJORD / ACCENTURE Developed a smart-home IoT concept for Alzheimer's patients cared for at home, using multisensory cues to support daily routines and moments of stress.

EDUCATION

2014 — 2018	Özyeğin University Industrial Design Graduation project Understanding and evolving IoT for homecare Alzheimer's patients and caregivers.
2022 — Ongoing	İstanbul University Sociology

TOOLS

Design Figma · FigJam · Adobe CC · Sketch · Keynote · ProtoPie / Principle · Zeroheight · Framer
AI & rapid exploration ChatGPT · Claude · Claude Code / Codex-style agentic tools · Perplexity · Midjourney · AI-assisted prototyping · Prompt design · Figma Relay workflows
Research & collaboration Miro · Whimsical · Airtable · Microsoft 365 · Dovetail / Condens · Maze / UserTesting · Lookback · Optimal Workshop

EXPERTISE

Service Design
UX Strategy
UX Research
Research Synthesis
Interaction Design
Information Architecture
Workshop Facilitation
Stakeholder Alignment
AI-enabled Experiences