

ADA HATİPOĞLU

Digital Product Designer

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PROFILE

UX/UI and digital product designer with experience across interaction design, wireframing, usability research, and end-to-end product development, spanning interfaces to interactive installations for cultural institutions. Works cross-functionally with product, engineering, and marketing teams, and adapts quickly to AI-assisted design tools and workflows.

SKILLS & TOOLS

Core skills: User Experience (UX), User Interface (UI), Interaction Design (IxD), Wireframing, Rapid Prototyping (incl. AI-assisted tools), AI-Assisted Development, Product Design, Design Research, User Research, Usability Testing, Design Systems, Brand Identity, Information Architecture, Journey Mapping

Tools: Figma, Figma Make, Adobe Illustrator, Photoshop, InDesign, Fusion 360, Unity, Procreate, Miro, Keynote, MS Office, LLM-based Coding Assistants

EXPERIENCE

UX/UI Designer — Fifth Beat Nov 2025 – Mar 2026

- Owned user research, usability analysis, wireframing, and interaction design for digital products in close collaboration with cross-functional teams.
- Piloted AI-assisted design tools and researched AI adoption patterns to identify workflow efficiencies for the design team.

UX/IxD Product Designer — Berk İlhan Design Studio Dec 2022 – Dec 2025

- Designed brand identities, websites, apps, and interactive experiences that blend digital and physical touchpoints for a range of clients.
- Contributed concept design for the British Science Museum and the Upside Down Museum (Amsterdam), translating exhibition narratives into interactive visitor experiences.

Graduation Project Advisor — Middle East Technical University Feb 2025 – Jul 2025

- Mentored final-year Industrial Design students on graduation projects, guiding concept development, design process, and presentation strategy.

UX/IxD Product Designer (Freelance) — INFINIA Dec 2022 – Aug 2023

- Developed the concept design for an interactive exhibition at a large-scale educational campus, building narrative-driven installations and user journeys.

UX/UI Designer — Worth Knowing LLC Dec 2022 – Aug 2023

- Shaped the brand and visual identity of the company; designed pitch decks for film and TV projects that translated story concepts into clear, compelling visuals.

UX/UI Designer — JotForm Jul 2021 – Oct 2021

- Contributed to UX flows and UI visuals within a large design team in a fast-paced product environment, maintaining a strong brand identity across deliverables.

UX/UI Designer — Kenarköse Creative Apr 2021 – Jul 2021

- Supported the full design process at a small creative agency within a close-knit, multidisciplinary team.

Design / Marketing Associate — Radyo ODTÜ 2019 – 2021

- Contributed to design and marketing initiatives for the number one radio station in Ankara.

EDUCATION

MSc, Product Service System Design — Politecnico di Milano 2023 – 2026

BSc, Industrial Design (CGPA 3.64/4.00) — Middle East Technical University, Ankara 2018 – 2022

Erasmus Exchange Student — Politecnico di Torino Sep 2021 – Feb 2022

ACHIEVEMENTS & ADDITIONAL ACTIVITIES

- 1st Place, Passo App Ideathon (2021)
- Volunteer Translator, Turkish Armed Forces Rehabilitation Center Disabled Sports Club — Austria, Spain, Italy (Mar 2017 – Mar 2019)

LANGUAGES

Turkish (Native) | English (C2, IELTS 8.0) | Italian (B1)