

ZEYNEP GUNAY BIYIKLIOGLU

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WEBSITES, PORTFOLIOS, PROFILES

- www.zeynepgunaybiyiklioglu.com
- <https://www.behance.net/zeynepbiyiklioglu>
- www.linkedin.com/in/zeynepgunaybiyiklioglu

PROFILE

Experienced with designing user interfaces that enhance user engagement and satisfaction. Utilizes design thinking and user research to inform design decisions. Knowledge of creating seamless user journeys and intuitive navigation structures.

SKILLS

- Product & Service Design • Design Systems
- Accessibility Design & Testing

EMPLOYMENT HISTORY

11/2023 to 12/2025

UI/UX Designer

Renault Mais – İstanbul

Within the Renault ecosystem, I play an active role in B2C customer products and B2B operations/enterprise products, covering user flows, UI design, prototyping, design systems, and developer handoff.

BFL (Enterprise Web): End-to-end design for the Company List, Customer Profile, Visit Notes, Projects, Contacts, Test Vehicles, and Mailing modules.

Port Wallet (Port Cüzdan / iWallet): Designed secure onboarding/KYC flows for Renault/Dacia users, including ID verification and face verification. Defined key scenarios such as document capture/upload, face verification steps, approve–reject–retry loops, and error/edge-case handling to guide users clearly at every step. Simplified the experience by creating design-system-aligned components and states, and delivered development-ready handoff outputs.

Port Energy: Module flows, screen sets, component/variant structure, state design (empty/error/loading), and handoff.

Yardımcı (Roadside Assistance): Assistance request scenarios, status tracking, user communication, and operational flows.

İKAM (Replacement Vehicle / Vehicle Substitution): Flow design for the replacement vehicle process, screen sets, and validation/error-prevention logic.

Atlas DMS / Atlas (Operations & Dealer): Enterprise UI patterns for table–filter–form layouts, role-based screens, grids, and dashboards.

DDA (International Vehicle Entry App): Data-entry-focused flows, form design, validation/error prevention, and operational screens.

Mais Port: Mais Port is a B2B web platform within the Renault/Dacia ecosystem that manages enterprise operations and authorized dealer processes. It brings multiple modules under one roof, including:

- **Expense Management** (Expense Header/Line, supporting documents, approval flows)
- **Work Order / Travel Forms** (trip/work planning, requests, status tracking)
- **Authorized Dealer Management** (dealer edit screens, data updates, operational validations)
- **Enterprise modules like BFL** (Company List, Customer Profile, Visit Notes, Projects, Contacts, Test Vehicles, Mailing)

The goal is to standardize fragmented operational steps, improve data quality, and enable teams to run daily work faster with a traceable and consistent experience.

AI in Mais Port – To Do layer: Acts like a control panel that prevents operational work from “getting lost.” It consolidates needs across Expense–Work Orders–Authorized Dealers–BFL flows, links them to the relevant record, and makes them trackable. The AI layer I designed turns short user notes or process triggers (e.g., missing info, pending approvals) into actions: it suggests tasks, breaks work into sub-steps, and proposes justified priorities and due dates. Once approved by the user, tasks progress through a clear state model.

Live product improvements (Optimization / Iteration) Renault & Dacia Port: Improved critical steps in the existing experience—especially Quick Appointment / service booking flows—by simplifying steps, strengthening information hierarchy, and improving guidance. Refined screens for notifications, vehicle info, and support scenarios; reinforced consistency through standardized component/state patterns (empty/error/loading), form validation, and robust edge-case definitions.

Scoped deliveries (Scoped Deliveries / Completed) Renew (Used Car Sales Website): Vehicle Comparison screens/flow designs Vehicle Valuation flow and related screen improvements Layout/IA refinements and content hierarchy improvements Accessibility-focused improvement suggestions/revisions

Authorized Dealers Website – Accessibility: WCAG-based analysis, issue identification, and UI improvement work.

Responsibilities & Contributions Analyzed business needs and produced end-to-end outputs: flows, wireframes, high-fidelity UI, prototypes, and handoff deliverables. Strengthened component/variant structures through a design system mindset; increased cross-screen consistency. In enterprise products (especially BFL/Atlas), improved readability, hierarchy, and state design (empty/error/loading) for table–filter–form patterns, with a focus on reducing user errors. Worked closely with developers during handoff to clarify states, validations, error messaging, edge cases, and responsive behavior; followed UI quality throughout implementation. Contributed to accessibility improvements (WCAG) including contrast, focus order,

labeling, form feedback, and component behavior recommendations and revisions.

01/2025 to 2025

UI/UX Designer & Instructor | Teaching Figma, UI

Üretimhane – İstanbul (Remote)

- Üretimhane — UI Design Instructor (Figma) | 2025 (3 cohorts) | 25 hours | 72 participants

09/2022 to 05/2023

UI/UX Designer

Bitci – İstanbul

Cryptocurrency Mobile App

I led the end-to-end UI/UX design for the mobile product.

04/2020 to 01/2022

UI/UX Designer

NEGOTI YAZILIM – İstanbul

Appointment Mobile App

I led the end-to-end UI/UX design for the mobile product.

12/2012 to 12/2019

Corporate Communications & Events

İFSAK (Fotoğraf Sinema Amatörleri Derneği) – İstanbul

Social media and content management; event/exhibition communications and coordination.

EDUCATION

07/2009

Master of Science: Communication Sciences — Journalism

Marmara University - İstanbul

07/2005

Bachelor of Science: Communication Sciences — Journalism

Marmara University - İstanbul

LANGUAGES

English