



Didem Dağbaşı

Digital Product Designer
Illustrator

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Profile

- Balancing creativity & problem solving across enterprise, fintech and HR ecosystems.
- UX/UI Designer
- +4 years experience
- A' Design Award winner
- Elevated visual experience, usability and engagement on enterprise, HR and fintech platforms
- Contributing to seamless agile digital solutions
- Leading workshops & instructing teams in scope definition, design and team-building skills

Skills & Software Knowledge

- Figma + Lottie
- Sketch + Zeplin
- Adobe Photoshop
- Adobe Illustrator
- Prototyping
- Wireframing
- User Flows
- User Research
- Design System Creation
- Workshop Facilitation (Online & Onsite)

Languages

- Turkish (Native)
- English (Fluent, C1)

Workshop Inventory

- Proactive Collaboration in Agile Teams
- Practical Illustration for User Interface Design
- Gesture Design
- Color Theory for User Interface Design

Awards & Personal Achievements

- World Brand Design Society 2026 – 1 Bronze & 1 Silver for Packaging Illustrations
- The Great Book of Art Makers 2025 by Arts to Hearts Project – Selected for Featuring 1 Illustration (Accumulated Fragments of The Soul)
- Arts to Hearts Magazine #10 2025 – Selected for Featuring 3 Illustrations
- A' Design Awards 2025 – Bronze in Interaction Design
- Arzum Home Appliances 55th Anniversary Exhibition in 2022 – Selected to Illustrate for 55th Anniversary Exhibition
- Comikon Istanbul 2019 – Winner in Illustration Category

Professional Experience

Piquip – Creative Lead

Istanbul, Türkiye | Oct 2025 – Present

- Led end-to-end design across Piquip's digital and physical touchpoints — from mobile UX/UI flows to cohesive brand assets — ensuring a unified, intuitive product experience.
- Driving creative direction and brand development by directing visual systems and cross-channel assets.
- Overseeing outsourced design talent, maintaining quality across deliverables, and establishing lightweight processes that support fast, high-impact production.

Studio Matte – Freelance UX/UI/Graphic Designer & Illustrator

Global Projects | Jan 2025 – Oct 2025

- Designed web and mobile interfaces (GotYou) with clear, high-fidelity prototypes ensuring usability and clarity.
- Created award-winning icon sets, (Hocking Hills) editorial illustrations (Kafkaokur) and book covers, (CAN Yayınları & Arzum Küçük Ev Aletleri) balancing storytelling with function.
- Led iconography design for packaging, (Sprouties) mobile apps, (Trellis Health) websites and digital products, creating scalable and cohesive visual systems.

Garanti BBVA Technology & adesso Türkiye – User Interface Designer

Istanbul, Türkiye | Jan 2022 – Jan 2025

- Developed style guides and design systems for banking platforms
- Created user-centered user interfaces for employee and developer experience platforms and collaborated with cross-functional teams
- Led gesture design and color theory workshops, both online and onsite
- Designed infographics and UI animations for internal company portals.

UXServices – User Interface Designer

Istanbul, Türkiye | May 2021 – Jul 2021

- Delivered responsive user interface designs for second-hand vehicle sale platform
- Designed page layouts and user flows, led creative direction for social media visuals

Beko Global – Project Assistant

Istanbul, Türkiye | Jul 2019 – Feb 2020

- Created user interfaces for training portals and applications.
- Designed printed materials such as posters, banners, and certificates.
- Ensured brand consistency for NDA-covered projects.

Education

Yıldız Technical University – Istanbul, Türkiye

Bachelor of Arts, GPA: 3.74/4.00

Universidade de Lisboa – Portugal

Erasmus+ Mobility Program in Design (2020, Incomplete)