Bulent Keles

10+ years of UX design, product design and leadership. Championed user-centric solutions for startups & global companies. Led teams & innovation projects with cutting-edge technologies like GenAI.

🌐 bulentkeles.com   ✉ bulentkeles@gmail.com   📞 +90 (553) 204 8608

Experiences

01 ACCENTURE — DESIGN MANAGER
ISTANBUL, TURKEY
2019 — PRESENT

Accenture is a global professional services company providing a broad range of services in strategy, consulting, digital, technology, and operations.

AUTOMOTIVE   ENERGY   E-COMMERCE   GOVERNMENT   SAAS   LIFE-SCIENCES   TECHNOLOGY

- Lead design efforts at Accenture Turkey, building next-gen products for clients globally.
- Managed a team of designers, providing vision, roadmap, and day-to-day oversight.
- Designed user-centered web and mobile applications, achieving very high user satisfaction.
- Conducted research and usability tests for continuous improvement.
- Developed wireframes, prototypes, and mockups, collaborating with engineers for effective implementation.
- Established agile design practices and design standards for the team.
- Engaged in client presentations and established design concepts to support sales.
- Worked on innovative GenAI applications, bringing the latest in tech to our clients.
- Empowered and mentored the design team, fostering a growth mindset and cultivating their design skills to deliver exceptional client experiences.

02 SELF-EMPLOYED — FREELANCE DESIGNER
SAN FRANCISCO, REMOTE
2017 — 2021

As a self-employed designer, I provided services to Silicon Valley startups, focusing on creating impactful and user-friendly products.

RETAIL   BANKING   AVIATION   INSURANCE   FMCG

- Designed mobile apps, web apps, marketing sites, presentations, logos, book covers, landing pages, and email templates for Silicon Valley startups.
- Conducted usability tests and created user personas to ensure effective design solutions.
- Developed advanced wireframes, prototypes, and visual design guidelines.
- Researched product requirements, tested product-market fit, and presented to product teams.
- Communicated effectively with engineers and clients to deliver high-end graphics and interactions.

03	**KOLEKTIF LABS** PRODUCT DESIGNER	**ISTANBUL, TURKEY** 2017 — 2017
	Kolektif Labs is a design agency delivering innovative products and solutions across various industries. SPORTS RETAIL FINANCE SAAS	• Collaborated closely with client teams and developers in an agile workflow to deliver user-centered designs across sports, finance, and technology industries. • Created and presented concepts, wireframes, and prototypes for user testing and client feedback, ensuring design decisions were informed and efficient. • Developed and communicated design processes, streamlining collaboration with clients and developers.
04	**INNOVATION BOX** UI/UX DESIGNER	**ISTANBUL, TURKEY** 2016 — 2017
	InnovationBox is a design studio focusing on delivering high-quality mobile products as well as web applications. SAAS UTILITY VENTURE CAPITAL EVENT MANAGEMENT	• Established design standards and collaborated with client teams to understand their needs, ensuring successful web application projects. • Created wireframes, prototypes, and proof-of-concepts (POCs) to communicate design ideas and functionality for web applications. • Prepared RFPs and supported sales with compelling client presentations, contributing to securing new design projects.
05	**VALENSAS TECHNOLOGY** HEAD OF PRODUCTS	**ISTANBUL, TURKEY** 2012 — 2016
	Valensas is an enterprise mobility and product development company, dedicated to creating innovative solutions and delivering top-quality software for its clients. PUBLISHING FINANCE PLATFORM AS A SERVICE	• Led product design and ensured product-market fit for an enterprise mobility and product company, driving user-centric experiences through user research, data analysis, and collaboration with engineers. • Developed product strategy and roadmap, presenting to potential investors and outlining a clear vision for success.
06	**GREY WORLDWIDE** DIGITAL MARKETING MANAGER	**ISTANBUL, TURKEY** 2010 — 2012
	Famed for its effectiveness since 1917, WPP-owned Grey ranks among the top advertising and marketing organizations globally. PUBLISHING FINANCE PLATFORM AS A SERVICE	• Crafted data-driven plans and delivered successful online marketing initiatives across various channels (social media, content marketing, etc.). • Brought marketing visions to life through design and effectively presented information to diverse audiences. • Identified opportunities and informed strategic decisions by analyzing market trends and social media performance. • Built and nurtured brand communities online through engaging content creation and management.

Boston University
Management Information Systems, 2004

Concentrated in Information Systems, a program focused on understanding and using data systems to assists the decision making process in modern business environments.

General Assembly
UX Immersive Program, 2016

Completed an intensive UX program and deepened my understanding of user-centric design. Gained proficiency in rapid prototyping for agile development in today's dynamic workplaces.

Skills & Tools

UI Design • UX Design • Interaction Design • User Research • Graphic Design • Animation • Mobile App Design • Web Design • Digital Signage • Responsive Design • Accessibility Design • Wireframing • Prototyping • Design Systems • Journey Mapping • Usability Testing • Heuristic Analysis • Presentation Design • Material Design • Carbon Design • Fluent Design • Liquid Oxygen • Brand Identity • Logo Design • Figma • Sketch • Framer • GenAI • Zeplin • Grids • Illustrator • Premier • Photoshop • Indesign • HTML • CSS • Atom • GitHub • Sublime • Visual Studio Code • Jira • Azure DevOps • Trello • Slack • Apple HIG • Analytics • HotJar • Mixpanel

Languages

I'm native in Turkish, fluent in English and improving German.