



**Andrea Buran**, *product design leader*,  
at your service! I design digital products  
and services that solve users' problems  
and help organizations achieve their goals.

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## WORK EXPERIENCE

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2y 4m

Jul 2022–Sept 2024

**Skippet, Luxembourg, Luxembourg**

**Senior Product Designer**

*Skippet, an early-stage B2B SaaS start-up, empowered small businesses to manage their data by creating no-code applications through generative AI and natural language.*

- As the sole early designer, led Skippet's product design from zero to one, launching a minimum viable product (MVP) and securing over 20 early customers within 1.5 months.
- Established Skippet's user experience (UX), user interface (UI), web responsive design system, and design processes, setting the foundation for future growth.
- Synthesized user feedback, prioritized needs and problems, and developed high and low-level, strategic roadmaps, aligning the team on solving the *right* problems.
- Iterated from low to high-fidelity prototypes, validated them with users, and discussed them with founders and team members, focusing the team on building the *right* solutions.
- Organized and facilitated workshops, prototype walkthroughs, and individual and group discussions, both async and sync, aligning founders and team members.

3y 2m

Aug 2019–Jun 2022

May 2019–Aug 2019

**Kolay, Istanbul, Turkey**

**Product Design Lead**

**Product Manager/Designer**

*Kolay, a B2B SaaS start-up, serves the needs of human resources and employees, supporting over 1.400 companies and 200.000 users—from small businesses to large enterprises.*

- Managed and led the product design for Kolay's *Employee, Expense, Leave, Performance, and Shift Management* web and mobile applications from definition to release and beyond:
  - Increasing engagement between human resources, managers, and employees.
  - Regaining previous customers and acquiring new ones.
  - Decreasing the workload of the *Success* and *Support* departments.
- Structured product strategies and roadmaps, facilitating discussions, decisions, and alignment between *Product* and Kolay's five other departments.
- Listened to users' feedback, researched their needs, defined user problems, re/designed, validated, and iterated on solutions, and tested staged and deployed solutions.
- Set, maintained, and extended Kolay's web responsive and mobile design systems by scaling and iterating on patterns and components.
- Scoped, planned, and directed the work of designers, developers, and testers through sprints.
- Managed 1 product manager/designer, 1 product manager/quality assurance (QA) tester, and 1 product designer, and recruited and hired 2 new members for the Product department.

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## WORK EXPERIENCE

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3y 1m  
Jan 2018–Apr 2019  
May 2016–Dec 2017

**I-AM Digital, Istanbul, Turkey**

**Design Lead**

**Senior Visual Designer**

*I-AM, an international design consultancy, focuses on designing digital products and services.*

- Developed strategies, concepts, detailed interaction and visual designs, and rationales, and discussed them with clients and stakeholders, delivering high-value projects for industry leaders in automotive, e-commerce, finance, and tourism while ensuring studio profitability.
- Validated solutions with users through low- and high-fidelity prototypes, and discussed them with clients, and stakeholders, iterating based on learnings and feedback.
- Collaborated with the *Sales* department to understand client requirements, goals, and constraints, developed tailored project proposals, and designed balanced processes, timelines, and scopes, increasing project success and increasing client retention.
- Guided and mentored 4 User Experience (UX) designers and 2 User Interface (UI) designers through the interaction and visual design phases of projects, fostering their development as true problem-solvers rather than mere solution-implementers.
- Established and iteratively improved the studio design processes and methodologies, adding new workshops, retrospectives, user validations, and other tools to designers' toolkits.

2y  
May 2014–Apr 2016

**Fjord [now Accenture Song], Istanbul, Turkey**

**Visual Designer**

*Fjord, an international design consultancy, focuses on designing digital products and services.*

- Conceived and designed digital services and products across multiple channels and platforms (web, mobile), delivering high-value projects for industry leaders in finance and telecommunications.
- Developed design strategies, concepts, and solutions to serve users' needs and achieve clients' goals, and translated them into detailed interaction and visual designs.
- Validated solutions with users through low- and high-fidelity prototypes, and discussed them with clients and stakeholders, iterating based on learnings and feedback.

4y 11m  
Jul 2009–May 2014

**Self-employed, Venice, Italy**

**Interaction/Visual Designer**

- Conceived, designed, and developed commercial digital and non-digital communication strategies, concepts, and artifacts from definition to release and beyond, including corporate identities, reports, books, videos, and websites.

[View more details on LinkedIn](#)

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## EDUCATION

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Oct 2007–Apr 2010

**Visual Communication and Multimedia**

graduate degree, 110/110 cum laude, full marks and honors  
IUAV University of Venice, Italy, Faculty of Arts and Design

Oct 2004–Nov 2007

**Industrial Design (with a focus on communication)**

undergraduate degree, 110/110, full marks  
IUAV University of Venice, Italy, Faculty of Arts and Design