

Andrea Buran, *product designer & leader*, at your service.

For over 15 years I have been designing digital services and products, solving people's problems and helping organizations reach their goals.

WORK EXPERIENCE

Senior Product Designer, Jul 2022–Present
Skippet, Luxembourg, 2y 2m

Skippet, an early-stage SaaS start-up, enables users to manage their business data in a no-code workspace by generating ad hoc solutions with AI and natural language.

- As the early and sole designer, led Skippet's product design from zero to one, launching a minimum viable product (MVP) and getting our first sticky customers.
- Set the foundations for Skippet's user experience (UX), interface (UI), design systems, and design processes.
- Listened to user feedback, prioritized problems and needs, and structured high/low-level, strategic roadmaps, ensuring we focused on the right problems to solve.
- Iterated on low/high-fidelity prototypes, validated them with users, and discussed them within the team, ensuring we focused on the right solutions to build.
- Structured and led workshops, prototype walkthroughs, and individual and group conversations, both async and sync, aligning founders and team members.

Product Design Leader, Aug 2019–Jun 2022

Product Manager & Designer, May 2019–Jun 2022
Kolay, Istanbul, Turkey, 3y 2m

Kolay, a SaaS start-up, served the needs of human resources and employees and helped more than 1.400 companies and 200.000 users: from small businesses to enterprises.

- Managed Kolay's *Core, Expense, Leave, Performance*, and *Shift management* web and mobile applications from definition to release and beyond, increasing engagement between HR, managers, and employees, re/winning past and new customers, and decreasing the workload of *Success* and *Support*.
- Structured product strategies and roadmaps, facilitating discussions, decisions, and alignment between *Product* and other Kolay's departments.
- Scoped, planned, and guided the work of designers, developers, and testers through sprint cycles.
- Listened to users' feedback, researched their needs, defined problems, re/designed, validated, and iterated solutions, and tested staged and deployed solutions.

Design Leader, Jan 2018–Apr 2019

Senior Visual Designer, May 2016–Dec 2017
I-AM Digital, Istanbul, Turkey, 3y 1m

I-AM was an international design consultancy that designed services and digital products.

- Designed and discussed strategies, concepts, interaction and visual designs, and rationales with clients and stakeholders, delivering impactful projects for industry leaders in automotive, e-commerce, finance, and tourism while ensuring their studio profitability.
- Collaborated with *Sales* to understand potential clients' needs and shape project proposals, structuring balanced design processes and timelines for delivering the projects.
- Guided and mentored designers through the interaction and visual design phases of various projects.
- Set and iteratively improved the studio design processes and methodologies, adding workshops, retrospectives, user validations, and other tools to designers' toolkits.

Visual Designer, May 2014–Apr 2016

Fjord, Istanbul, Turkey, 2y

Fjord (now Accenture Song) was an international design consultancy that designed services and digital products.

- Generated design strategies and concepts to serve users' needs and meet clients' goals, and translated them into detailed interaction and visual designs.
- Validated and discussed designs with users, clients, and stakeholders, iterating based on learnings and feedback.

[More details on LinkedIn](#)

EDUCATION

Visual Communication and Multimedia

graduate degree, 110/110 cum laude, full marks and honors
Oct 2007–Apr 2010, Faculty of Arts and Design,
IUAV University of Venice, Italy

Industrial Design (with a focus on communication)

undergraduate degree, 110/110, full marks
Oct 2004–Nov 2007, Faculty of Arts and Design,
IUAV University of Venice, Italy