



CONTACT

PHONE
+44 7454 605675

EMAIL
mervesims@yandex.com

PORTFOLIO
mervesims.co.uk

LOCATION
Manchester, M22

EXPERTISE

Interaction design

Visual design

Design systems

Prototyping

User research

Usability testing

Discovery workshops

Data visualisation

A/B testing

Illustration

TOOLS

Figma

Framer

Sketch

Rotato

Miro

Mural

Jira

Trello

HTML/CSS

LANGUAGES

Turkish Native

English Fluent

EDUCATION

Computer Science

Pamukkale University, Turkey

Merve Simsek

Lead Product Designer

Profile

Lead Product Designer with 9+ years of experience designing complex products in fintech, crypto and enterprise data. I take products from zero to launch, from discovery and user research to interaction design, design systems and developer handoff. With a strong technical background, I work closely with engineers and design with real constraints in mind. Open to contract and permanent roles.

9+

years in product & UX design

2+

years leading product design

7+

industries, from fintech & crypto to retail

Experience

Product Design Lead

Aug 2024 – Present

Anmut · London, UK

- Led the end-to-end design of a data asset management platform for enterprise users, turning complex data workflows into clear, intuitive journeys.
- Designed the entire product experience from scratch, from information architecture and user flows to high-fidelity UI.
- Set up the product design process and introduced scalable design practices across the team.
- Built and maintained the design system, creating a foundation for consistency and future growth.
- Ran discovery workshops, user research, prototyping and usability testing with product managers, engineers and stakeholders.

Product Design Lead

Jan 2024 – Aug 2024

Prisma Creative · London, UK

- Led design for client web projects, balancing client goals, user needs and industry standards.
- Delivered user-centred design solutions that improved user engagement and satisfaction.
- Mentored junior designers and championed design quality across the team.
- Produced wireframes, prototypes and design specifications for a smooth handoff to developers.

■ Experience (continued)

Senior Product Designer

Jun 2023 – Oct 2023

RAC · Bristol, UK

- Led design for the breakdown cover e-commerce journey, aligning business goals with user needs.
- Designed the family breakdown cover journey from the ground up, iterating on prototypes with user feedback.
- Created style guides, design system elements and interaction specifications for a consistent experience.

Senior Product Designer

Feb 2022 – Mar 2023

Iress · London, UK

- Led the design of the Financial Information Exchange product end to end, from scratch to successful delivery.
- Ran user research, interviews and usability testing to guide design decisions.
- Presented wireframes, prototypes and high-fidelity designs to stakeholders; mentored junior designers.

Senior UX/UI Designer

Apr 2021 – Feb 2022

Fortnum Information · London, UK

- Designed a crypto asset payment app from user research to launch, with positive feedback from users and stakeholders.
- Created visual and interaction components, including iconography and animations, and worked closely with developers on implementation.

Senior UX/UI Designer

Jan 2021 – Apr 2021

Hamilton Capital Holding · London, UK

- Designed a cryptocurrency exchange platform end to end, from wireframes to launch, and its marketing website from the ground up.

UX/UI Designer

Nov 2020 – Jan 2021

Asante Media · London, UK

- Designed websites and mobile apps for clients in manufacturing and food, using usability and A/B testing to guide decisions.

UX/UI Designer

Oct 2019 – Oct 2021

New Moorgate · London, UK

- Designed digital products and maintained design systems for clients in healthcare, finance and gaming.

UX/UI Designer

Nov 2017 – Oct 2019

Selfridges · London, UK

- Designed mobile and tablet interfaces for the Mooyee and OriOri massage device Android apps, improving usability through user research.

■ Earlier experience

Android Developer

MyNextMatch · London · 2017

Designed and built the app UI in Android and Java.

Backend Developer

Panates IT Solutions · İzmir · 2013–2016

Database development (Oracle, Firebird), Java and AngularJS.

■ Courses

Product Design, Prototyping and Testing

University of Maryland

Human-Centered Design

University of British Columbia

Creative Thinking: Techniques and Tools for Success

Imperial College London

Design Thinking for Leading and Learning

MIT