

Ahmet Bugra Avcilar

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Senior Product Designer at the intersection of design and engineering, shipping AI-powered products end-to-end. Led 0→1 and growth phases for consumer and B2B products (4M+ users; \$3M ARR; 30k+ creators). Comfortable working without titles, acting as PM when needed, and collaborating closely with engineers on systems, prompts, and implementation details.

EXPERIENCE

Founding Product Designer

04/2024 — 05/2026

Ramdam · Paris, France · Hybrid

AI-powered creator ads platform automating the pipeline from creator discovery to campaign delivery. First and sole designer; also acting as PM - defining specs, prioritizing the roadmap, and aligning engineering, growth, and business teams.

Designed AI-powered brief generation and creator-matching workflows (LLM-based), collaborated with engineers on prompt design and evaluation loops, and built the design system from scratch. Led a complete platform revamp that contributed to ~120% improvement in revenue forecasts and scaling the creator base to 30k+.

Senior Product Designer

02/2023 — 11/2023

SUSH: Virtual Pet · Paris, France · Remote

Tamagotchi-inspired virtual pet app for Gen Z with social features, real-time pet evolution, and mini-games. End-to-end owner of product design - from concept and game mechanics to analysis and quality. Worked closely with growth and engineering; ran A/B tests and leveraged user data for rapid iteration.

Helped grow the app to 4M+ users through social features, gamification loops, and rapid experimentation.

Senior Product Designer

12/2021 — 02/2023

Storyly · Istanbul, Turkey · Remote

Mobile-first B2B2C engagement platform (SDK + CMS) for shoppable, personalized interactive media. Ran usability tests with enterprise clients, shipped features with engineering, and crafted product marketing for landing pages. Mentored junior designers and maintained design quality bar.

Contributed to a \$3M ARR SDK + CMS by improving SDK onboarding and designing interactive story formats for enterprise clients. Ran usability tests with customers and worked end-to-end with engineers from concept to implementation.

Product Consultant (Contractor)

09/2022 — 01/2023

Kidokit · Istanbul, Turkey · Remote

Child tracking app for newborns with daily plans, developmental assessments, and expert advice. After my consultancy to design the app from scratch and manage the product, they secured a \$175,000 investment at a \$2.4M valuation.

Senior Product Designer

04/2020 — 11/2021

Wynn Interactive · New Jersey, US · Remote

iGaming platform combining sportsbook with a social approach. I played a role in the entire product design process with 3 product designers and 2 concept designers. Designed high-level designs and prototypes, ran user testing, and presented to board members.

Product Designer

10/2018 — 04/2020

Modanisa · Istanbul, Turkey · On-site

Fashion ecommerce platform selling to 130+ countries with 6 languages. Worked closely with the Conversion Ratio Optimisation team to validate designs. Every project published had at least a 10% impact on company revenue.

UI Designer

04/2017 — 09/2018

Wonder Wheel Agency · Istanbul, Turkey · On-site

Managed and led the design team. Collaborated closely with customers on websites and apps with a focus on business requirements.

EDUCATION

Economics

Istanbul University · 2011 – 2015

MBA (Dropped out)

Istanbul Kultur University · 2017

SIDE PROJECTS

Kisstory — Social app for intimate moments; solo founder (design + code + ship).

Sympal — Camera app exploring playful interactions and automatic zoom.

Flora — Meditation app with ambient soundscapes; built in SwiftUI.

TOOLS & STACK

Figma Prototyping SwiftUI Next.js
TypeScript Firebase Claude Code
Cursor

CRAFT

Product Design Product Management
Interaction Design A/B Testing
User Research Design Systems

WAYS OF WORKING

- High-velocity experimentation with growth & engineering — A/B tests, quick prototyping, data-driven decisions.
- Comfortable working without titles; take ownership from vision to operational details (onboarding, internal tools, docs).
- Hands-on with frontend teams — bridge between Figma and implementation, review PRs, write code when needed.
- Cross-functional by default: align product, design, engineering, and business around a shared outcome.

EU Blue Card Holder