

# Bilal Akpınar

## Senior Digital Designer

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[Portfolio Page](#)

[Portfolio PDF](#)



## Professional Profile

Dynamic and systems-thinking UX/UI & Graphic Designer with a rich background in communication science, digital workflow automation, and cross-departmental product strategy. Proven track record of taking complex, friction-heavy ecosystems ranging from legacy B2B reverse logistics to blocked mobile applications and transforming them into intuitive, high-converting, and user-centric digital products.

An expert in professionalizing design environments, specializing in establishing robust DesignOps frameworks, cross-border asset standardization, and scalable multilingual e-commerce systems (English, German, French). Adept at leading cross-functional alignments between stakeholders and developers, ensuring seamless technical handoffs and agile MVP launches under tight timelines. Combines robust technical design mastery with a unique foundation in investigative journalism and community building, leveraging deep empathy and behavioral psychology to eliminate cognitive load and engineer invisible, impactful user experiences.

## Work History

Nov 2021 – Apr 2025

**UX & Graphic Designer | Siontek (Canbolat) Remote**

**Tech & Skill Stack:** UX/UI Design, DesignOps, iOS/Android Architecture, Wireframing, High-Fidelity Prototyping, User Research, E-Commerce Strategy, Multi-Market Localization, Jira.

**Spearheaded Reverse Logistics Overhaul:** Engineered an end-to-end user-facing returns UI and B2B warehouse backend framework from absolute zero to launch in just 20 days.

**Transformed Cost Centers into Revenue:** Introduced a smart visual routing system that enabled warehouse teams to inspect, categorize, and instantly direct functional returned goods to the "Refurbished" section of the e-commerce platform for immediate resale.

**Bypassed App Store Roadblocks:** Spearheaded a rapid recovery sprint of less than 6 weeks to replace a broken, blocked third-party application. Audited complex user flows and aggressively removed unnecessary friction points to build a high-performing, fully approved MVP mobile application.

**Advanced Product Feature Innovation:** Designed advanced energy management dashboards for Version 2 of the solar application. Simplified device onboarding via guided visual product passports and introduced smart "Peak Production Alerts" to shift consumer consumption behaviors.

**Architected Digital Platforms:** Designed and built two high-impact web properties (Nuasol and Fable Kids) completely from scratch, owning the complete visual identity, user journey mapping, and layout execution.

**Established Global DesignOps Frameworks:** Standardized asset templates and layout structures across internal design teams, slashing manual text update times and ensuring pixel-perfect catalog consistency across English, German, and French market listings.

**Scaled E-Commerce Visual Assets:** Overhauled a legacy 6-image sequence into a data-driven 15-image format detailing core functional highlights, mastering the complex criteria required to maximize conversion rates across major European marketplaces.

**Led Core Dashboard Product Architecture:** Orchestrated the end-to-end product design for a confidential data analytics tool. Mapped secure login pathways, built intuitive data ingestion via drag-and-drop file features, and designed a robust historical log system for managing complex datasets.



Nov 2018 – Nov 2021

**Graphic Designer | Sare Medya (Full-Time – Istanbul-Turkey)**  
Performance-based digital advertising and marketing agency.

**Tech & Skill Stack: Web Design, Conversion Rate Optimization (CRO), Wireframing, Multimedia Production, Video Editing, Editorial Print Production, Brand Strategy.**

**Optimized Conversion Layouts:** Built clean, structural wireframes and tailored landing page interfaces optimized specifically for intuitive user flows and enhanced conversion rate metrics.

**Managed Multimedia Pipelines:** Produced, edited, and formatted promotional video assets and high-impact graphic campaigns designed to maximize click-through rates across social media channels and YouTube pipelines.

**Marketplace Identities:** Created dedicated, conversion-oriented graphic assets and marketplace visual setups for e-commerce clients to drive consumer engagement.

**Helmed High-End Print Overhauls:** Stepped in during a critical brand pivot to take exclusive ownership of the layout, structural engineering, and publication of premium real estate books and physical catalogs for high-end construction firms.

Nov 2017 – Nov 2018

**Graphic Designer | ISE World (Full-Time – Istanbul-Turkey)**  
International educational organization.

**Tech & Skill Stack: Web Design, Interactive Development, System Automation, Out-of-Home (OOH) Print Design, Workflow Engineering.**

**Automated Omni-Channel Communications:** Co-engineered a multi-tier notification workflow triggered instantly upon registration. Synchronized automated newsletters and targeted SMS updates containing localized logistics, radically diminishing baseline incoming customer support tickets.

**Engineered Dynamic Event Ecosystems:** Collaborated on an automated landing page network that allowed administrators to simply input time and location data to auto-generate localized advertising graphics and regional event portals. critical brand pivot to take exclusive ownership of the layout, structural engineering, and publication of premium real estate books and physical catalogs for high-end construction firms.

**Designed Modular Print Workflows:** Created a highly flexible print newspaper layout template with customizable data fields, allowing administrative staff to instantly generate localized print editions matching specific municipality data.

**Executed Interactive Web Refreshes:** Partnered with backend development teams to build heavily animated web platforms, leading the creative visual execution for the corporate web presence and the canada-k12.tr hub.

**Managed Large-Scale OT Assets:** Retained creative oversight for high-impact physical media campaigns, managing the visual footprint for extensive outdoor (OT) advertising networks including city billboards, building wraps, and corporate magazines.

Apr 2016 – Oct 2017

**Journalist & Content Creator | Kocaeli Life (Full-Time – Kocaeli –Turkey)**  
Premium regional lifestyle, culture, and sports publication.

**Tech & Skill Stack: Editorial Writing, Digital Content Strategy, Action Photography, Community Engagement, Layout Formatting.**

**Built Digital Infrastructure From Scratch:** Held exclusive operational control over the magazine's official webpage and social media networks, transforming long-form print features into interactive web layouts to launch their online presence.

**Led Specialized Sports Beat:** Managed full editorial and logistical responsibility for the Sports section, writing comprehensive profiles on regional athletes and coordinating multi-city travel logistics for live event coverage.

**Executed High-Speed Field Photography:** Handled field photography operations, mastering challenging environment lighting and high-shutter speeds to produce sharp action shots for live match layouts.

**Co-Led Cultural Expeditions:** Photographed and visually documented historical architecture, natural features, and cultural landmarks across the province to generate rich documentary assets for print and digital editions.



## Education

2022	<b>Google Professional UX Design Certificate</b> Coursera (Online)
9/2013–06/2017	<b>Communication Science and Journalism</b> Kocaeli University (Kocaeli Turkey)

## Additional Skills & Interests

Languages	Kurdish ( <b>Native</b> ), Turkish ( <b>Native</b> ), English ( <b>Professional Working Proficiency – C1</b> ), German ( <b>Elementary Proficiency – A1, currently learning</b> )
AI Integrations	<b>Design &amp; Front-End Prototyping:</b> Figma AI, Anthropic Claude (Artifacts), Stitch (Design-to-Code Frameworks). <b>Generative Imaging &amp; Creative Layouts:</b> Midjourney, DALL-E, Adobe Firefly, Adobe Photoshop (Generative Fill/Generative Expand), Freepik AI. <b>Video &amp; Audio Production:</b> OpenAI Video Models (Image-to-Video Animation), Compass AI, Suno, Udio. <b>Research, Data Analysis &amp; Operations:</b> Google NotebookLM, Google Gemini (Multimodal Data Trends & Audio/Voice Overviews), ChatGPT (Custom GPT Architecture & Localization).
Core Competencies & Methodologies	<b>AI-Augmented Product Design:</b> Scaling design operations (DesignOps) through rapid UI wireframing, competitive benchmarking, and AI-accelerated front-end execution loops. <b>E-Commerce Asset Optimization:</b> Leveraging advanced AI workflows to transform raw product photography into studio-grade marketplace assets for Amazon and European platforms. <b>Data Synthesis &amp; UX Research:</b> Utilizing multi-modal AI models to analyze user flows, distill heavy technical documentation, and build data-driven design foundations. <b>Workflow Automation:</b> Architectural design of internal, custom AI chatbots to automate marketplace copy, listing bullet points, and asset inspection pipelines.
Volunteering & Community Enablement	<b>Certified Digital Ecosystem Trainer   Habitat Association:</b> Undertook specialized training to become a certified non-profit educator. Developed curriculum assets and led live online training cohorts focused on lowering the digital divide. Trained non-technical users on cloud-based workspaces (Google Docs, Gmail), visual productivity platforms (PowerPoint), and safe navigation of social networking infrastructure. <b>Global Design Mentorship (ADPList):</b> Voluntarily mentor aspiring and junior UX/UI designers worldwide, conducting portfolio reviews, guiding career transitions, and sharing industry-vetted frameworks on DesignOps, AI workflows, and user-centric architecture.

