



SENA ORUCU

Senior Product Designer | AI & Fintech | Service Design | UX Strategy

 Greater Barcelona Metropolitan Area

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PROFILE

Senior Product Designer with 6+ years of experience delivering user-centric solutions across AI and fintech platforms. Specialized in service design, design systems, and complex problem-solving. Proven track record in building data-driven experiences, risk management dashboards, and scalable UI systems. Passionate about shaping ethical and impactful digital products. Open to remote or hybrid opportunities in AI or fintech domains.

EXPERIENCE

Acai Travel — Senior Product Designer

Jan 2025 – Present | Barcelona

Leading the design of travel agent experiences for ACAI, focusing on scalable, intuitive journeys that reduce onboarding friction and accelerate user adoption.

- Reduce onboarding drop-off through user flow optimization
- Conduct UX research to align design with user goals and business KPIs
- Create high-fidelity prototypes and contributed to a unified design system
- Collaborate with cross-functional teams in agile sprints to deliver MVPs
- Built and maintained a scalable Design System, including reusable components and guidelines

AegeanLabs — Product Designer

Nov 2023 – Jan 2025

Worked on AI-powered fintech platforms including compliance tools and risk analytics dashboards.

- Built Design System, including reusable components and guidelines
- Developed design systems for AI-driven interfaces across web platforms
- Simplified complex data visualizations into intuitive UX for financial analysts
- Supported feature development for enhanced decision-making workflows

OLX Group— Product Designer

Letgo (Nov 2021 – Feb 2024) & OLX Classifieds (Jan 2022 – Jul 2023)

Contributed to multiple international marketplace teams, improving C2C and B2C experiences.

- Improved engagement in India, Indonesia, and Turkey with UX iterations
- Designed features for Trust & Safety, boosting verified seller transactions
- Partnered with product and engineering to define and deliver product specs
- Supported the migration of the global Design System across multiple countries and platforms, ensuring consistency and scalability
- Added new components and patterns when needed to address emerging use cases

Chooch AI — UI/UX Designer

Feb 2020 – Nov 2021 | San Francisco

Designed for AI and computer vision tools across desktop and mobile platforms.

- Created dashboards and interfaces for machine learning outputs
- Delivered end-to-end flows across product, web, and marketing surfaces

XYZ Technology — UI/UX Designer

Feb 2019 – Apr 2020

Led design for blockchain-based fintech and crowdfunding tools.

- Conducted A/B testing, user research, and visual design
- Built user flows for investor dashboards and legal compliance modules

Onedio — Junior UI/UX Designer

Mar 2018 – Mar 2019

Supported marketing campaigns, app UI, and internal tools.

- Involved in front-end (HTML/CSS) and user testing
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EDUCATION

BAU, Centre Universitari d'Arts i Disseny

Master's in Service Design (2023 – 2024)

Bilkent University

MFA in Communication and Design (2017)

BA in Communication and Design (2013 – 2017)

American Collegiate Institute (ACI), Izmir

High School (2009 – 2013)

SKILLS

Design: Service Design, UX/UI Design, Design Systems, Data Visualization, Figma, Wireframing, Prototyping, A/B Testing, Adobe Suite


Soft Skills: Strategic Thinking, Stakeholder Communication, Empathy, Collaboration

LANGUAGES

English (Full Professional), Turkish (Native), French (Elementary)

CERTIFICATIONS

- IBM Enterprise Design Thinking Practitioner
 - IBM Design Thinking Co-Creator & Team Essentials for AI
 - Istanbul Service Jam
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 Portfolio: senaorucu.com – Featuring case studies in AI, fintech, and platform design