

# Şahin Abut

SENIOR PRODUCT DESIGNER · AI-NATIVE DESIGN

sahinabut@gmail.com +90 539 659 36 08 linkedin.com/in/sahinabut  
dribbble.com/sahinabut Istanbul, Turkey

## SUMMARY

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Senior Product Designer with 10 years of experience across crypto exchange platforms, fintech, and creator economy products — and one of the few designers who works fully AI-native. At Superpeer, I spent 3 years as the most senior designer on the team, shipping core monetization features from zero to production: Series, Streams Community, Sell Digital Products, and a metrics dashboard that directly impacted creator retention. I led profile redesigns, onboarding improvements, and the full visual identity through growth phase. More recently, led end-to-end design at GoArt Exchange and EXZi, owning complex trading interfaces and design systems. I design and build using Claude Code and AI-assisted workflows — prototyping fast, validating in real interactions, and shipping directly alongside engineering.

## WORK EXPERIENCE

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### Tmob — Thinks Mobility

Apr 2026 – Jun 2026

AI-Native Product Designer · Project-based · Istanbul, Hybrid

— Designed and built AI-native product experiences end-to-end — using Claude Code and AI-assisted workflows to prototype fast, validate flows, and ship alongside engineering.

### GoArt Exchange — RoofStacks

Mar 2025 – Jan 2026

Senior Product Designer · Full-time (10 months)

- Owned end-to-end design process for a crypto trading platform, collaborating daily with Research, UX, Product, and Engineering teams.
- Drove design decisions aligned with the existing Design System, evolving component guidelines for new trading features.
- Partnered with Product Owners and Managers to translate complex financial workflows into intuitive, low-friction interfaces.

## **EXZi**

Apr 2023 – Feb 2024

Senior Product Designer · Full-time (11 months)

- Led the full redesign of the EXZi v2 Web UI — overhauled trading screens, order books, and account management flows to improve usability and conversion.
- Built and maintained the design system for the mobile application, coordinating handoff with the development team to ensure pixel-accurate implementation.
- Established design QA processes to maintain consistency across web and mobile surfaces.

## **Getir**

Nov 2023 – Apr 2024

Senior Product Designer · Full-time (6 months, parallel engagement)

- Led complete redesign of the Getir Mobile Distribution Unit (MDU) application, overseeing the full design process from discovery to delivery.
- Designed gamification features for the MDU app to improve courier engagement and task completion rates.
- Drove metric improvements in the Franchise Warehouse management panel through data-informed UX enhancements.
- Revamped the Warehouse Audit application for a more efficient, error-resistant user experience.

## Superpeer

Oct 2020 – Nov 2023

Product Designer, promoted to Senior Product Designer · Full-time (3 years 1 month)

- Joined as Product Designer and promoted to Senior PD — became the most senior designer on the team and primary design spokesperson to leadership.
- Owned end-to-end design for Superpeer's core creator monetization surface: Series (episodic content), Streams Community, Sell Digital Products, and certificate delivery — each shipped from zero to production.
- Led a full redesign of Superpeer profiles, rethinking creator identity and audience-facing pages to improve discoverability and conversion.
- Built and shipped a metrics dashboard giving creators visibility into audience growth, engagement, and revenue — a high-impact feature directly tied to creator retention.
- Improved the end-to-end onboarding flow, reducing drop-off for new creators; redesigned global notifications and in-page stream/series viewing.
- Enhanced Livestream, 1:1 calls, and Call/Stream Chat features based on qualitative user feedback and usage data.
- Expanded payment support to include multiple cards and currencies, unlocking international creator monetization.
- Collaborated with PMs on product scope, quarterly goals, and sprint planning; created detailed briefs for engineering and QA handoff.
- Developed team workflow model, facilitated regular design reviews, and mentored junior designers to maintain quality and consistency.
- Led Superpeer's visual identity and all marketing materials from early-stage through growth phase.

## DeepInfo

Apr 2019 – Oct 2020

Product Designer · Full-time (1 year 7 months)

- Collaborated with CTO and CEO to design and launch a B2B cybersecurity product adopted by Fortune 500 companies.
- Led brand and visual identity for DOFO, ensuring consistency across all touchpoints.
- Worked closely with engineers and stakeholders to validate designs and ensure successful product launches.

## DoFo (dofocom.com)

Jul 2018 – Oct 2020

Product Designer · Full-time (2 years 4 months)

- Directed the design process from initial wireframes through a successful v1 launch for a domain-discovery platform with 360M+ registered domains.
- Used Hotjar analytics to guide a comprehensive v2 redesign, resulting in measurable increases in user engagement and page retention.
- Managed branding efforts to maintain visual consistency and brand identity.

## Listele

Jan 2019 – Sep 2020

Product Designer · Full-time (1 year 9 months)

- Led UI/UX design for a price comparison browser extension and mobile app.
- Developed brand identity, wireframes, and prototypes to refine the product before launch.

## Kovan Startup Studio

Jun 2018 – Jun 2019

Product Designer · Full-time (1 year 1 month)

- Managed and led design processes for two SaaS products (RestPack.io & AnnounceKit), ensuring user-centered outcomes and successful launches.
- Developed wireframes, prototypes, and contributed to branding and marketing for both products.

## SenderKing

Nov 2016 – Mar 2018

Product Designer · Full-time (1 year 5 months)

- Led branding (logo design, visual identity) and designed all management interfaces including landing pages and email templates from scratch.

## fCase (Fraud)

Nov 2016 – Mar 2018

Product Designer · Full-time (1 year 5 months)

- Designed logo, all management interfaces, and collaborated with engineering to bring the anti-fraud product to its final form.

## Boon Water / Dodo Creative

Apr 2013 – Jan 2016

Visual Designer

- Designed visual identity, print materials, and websites for brand and agency projects.

## SKILLS

### AI-NATIVE WORKFLOWS

AI-Native Product Design

Claude / Claude Code

Prompt Engineering

AI-assisted Prototyping

LLM-powered UX

Vibe Coding

AI Design Tooling

### DESIGN

Product Design

UX Design

UI Design

Design Systems

Prototyping

Design QA

Wireframing

User Research

### DOMAIN EXPERTISE

Crypto Exchange

Fintech

Trading UI

### TOOLS

Figma

FigJam

Hotjar

HTML/CSS

B2B SaaS

Cybersecurity

Jira

Notion

Cursor

v0

Mobile Apps

E-commerce

SOFT SKILLS

Cross-functional collaboration

Stakeholder management

Team leadership

Mentoring

Process planning

EDUCATION

Anadolu University

Bachelor's degree, Media and Communication

LANGUAGES

Turkish

English

Native

Professional working proficiency

RECOMMENDATIONS

Dilan Mirioğlu

RoofStacks

UX Designer

"Şahin is a highly skilled Senior UX/UI Designer with strong expertise and a clear ability to deliver thoughtful, high-quality work. He combines deep product knowledge with a continuous learning mindset, and actively leverages AI tools to work smarter. His designs are consistently polished and user-centered, and he brings a strong sense of direction that helps move projects forward efficiently. Beyond his individual skills, Şahin is a supportive mentor and an excellent teammate."

Beyza Atasayar Kozpınar

RoofStacks

Product Designer

"He has the ability to deliver high-quality work at an incredible pace, consistently hitting deadlines without compromising on the finer details. Şahin brings a level of quality that motivates the entire team to raise their standards. He has a sharp eye for design that adds real value to every product he touches."

Halil İbrahim Çakıroğlu

RoofStacks

Product Designer

"Şahin possesses a rare ability to balance high-end visual craft with a deeply data-driven methodology. His passion for design systems is evident — always seeking to create scalable and consistent solutions. What truly stands out is his exceptional communication with teams, stakeholders, and clients, and his natural gift for translating complex requirements into practical, high-quality designs."

Seren Beskök

Superpeer · now at Garanti BBVA

Product Designer

*"Şahin's superpower is his ability to handle crises in difficult times with a prudent and calm approach. He always stands out in the team with his creativity and proactivity."*

S. Egemen Kapusuz

Superpeer

Product Designer

*"He really cares about everyone's opinion and tries to develop them. Have a design idea? Şahin can appear in front of you the very next day with prototypes of that idea."*