

Elif SARIKAYA

Senior UX / Product Designer Munich, Germany · +49 1517 454 0521 ·
elifsarikaya1994@gmail.com · [elifsarikaya.net](mailto:elifsarikaya1994@gmail.com) · [linkedin.com/in/elif-kurt-sarikaya](https://www.linkedin.com/in/elif-kurt-sarikaya)



Senior UX designer with 8+ years designing and shipping web and mobile products, from consumer booking flows to B2B operations tools and 0→1 AI products. First designer at Oscar Mobility, where I built the design system from scratch; founding product designer at ArchiVinci AI (800K+ users). Strongest in complex workflows, experimentation and design systems.

EXPERIENCE

Founding Product Designer

Jan 2024 – Present

ArchiVinci AI - London, United Kingdom

- Joined as the founding designer and owned product and UX from 0→1, also acting as product manager; shipped the core AI render flow across web, tablet and mobile.
- Grew to 800K+ users in 165+ countries; raised sales conversion from 24% to 67% through product, UX and funnel improvements.
- Cut render time from 45s to under 10s with engineering by prioritizing performance over new features, guided by a diary study and usability tests.
- Built the design system from scratch and introduced similarity controls that let users keep up to 98% of their original design.

Senior UX/UI Designer

Nov 2022 – 2026

Oscar Mobility - Munich, Germany

- Joined as Oscar's first UX designer and built the design system from scratch, used across the booking website, customer app, partner web and app, and internal tools.
- Increased insurance conversion by 56% by moving insurance to the top of the options page, and a further 20% by leading with premium cover (A/B tests).
- Crowd-tested search (10 users × 3 scenarios) and trained the recommended-car filter with engineering, increasing successful searches by 12% and overall conversion by 4%.
- Worked on customer booking funnel, increasing conversion rate 58% in 4 years.
- Designed the partner back office and a phone/tablet partner app for photo verification, keyless QR hand-overs and damage reports; interviewed partners to iterate actively.

Product Designer - Freelance

Oct 2021 – Nov 2022

Freelance - Istanbul, Turkey

- Designed responsive websites for three web3 projects, from research and user flows to launch.

UX Designer - Contract

Jul 2019 – Nov 2020

Science Museum - Bursa, Turkey

- Designed touchscreen and kiosk UX for 19 interactive exhibits; published the research in Design Informatics (2020).

EARLIER EXPERIENCE

Project Manager · Anka Architecture, Istanbul · Nov 2018 – Apr 2021 · five projects in three years, including a museum delivered in seven months

Designer · Armoni Botanik · Mar 2018 – Nov 2018

Design Internship · ZN, Brussels · Jul – Oct 2021 · Positive Fibers®, Netherlands (freelance) · May – Jun 2021

Design Internship · KÉK Contemporary Architecture Centre, Budapest · Jul – Sep 2017

SIDE PROJECTS

ArchigPT · Product Designer · 2025

Designed end to end a chat-based AI render assistant for people with no rendering experience: upload a photo or sketch, get suggestions, and see every design decision explained. archigpt.ai

Drop Your AI · Product & Design Lead · 2023

Designer a smart AI tool directory with card-sort-based IA and natural-language search; 2,000+ tools listed in two months, and +87% paid featured listings from one line of copy. dropyoruai.com

EDUCATION

MSc, Computer-aided Arts and Design

Mimar Sinan Fine Arts University - Istanbul, Turkey

Architecture

Eskisehir Technical University (formerly Anadolu University) - Eskisehir, Turkey (incl. exchange year at Bialystok University of Technology. Poland)

SKILLS

Design: Product and UX design · Interaction design · Information architecture · Design systems · Prototyping · AI product design · B2B SaaS and marketplaces

Research & experimentation: User interviews · Usability testing · Crowd testing · Card sorting · Diary studies · A/B testing · Product metrics

Tools: Claude Code · Claude Design · Codex · Cursor · Figma · Framer · Adobe Creative Cloud · HTML/CSS · Stable Diffusion/ControlNet · AutoCAD · 3ds Max · Photoshop

LANGUAGES

Turkish - Native

English - Full professional

German - A2