2025
DUYGU CAN

UX-UI PORTFOLIO

ABOUT ME

I’m a UX/UI designer with a structured, analytical mindset and experience in mission-critical systems — including defense and government platforms.

I work fast, think in systems, and adapt based on project goals. **To me, great design happens when UX thinking aligns with business needs. It thrives when collaboration is prioritized over perfectionism.**

I aim to make user-centered design decisions that balance UX ideals with real-world constraints.

EXPERIENCE

Ankara, Turkey | Sep 2022 - Sep 2024

Milsoft Software Technologies

- Improved the user experience by designing and maintaining a reusable UI component library for a multi-device defense platform
- Modernized the UX of a legacy national customs system used by millions
- Delivered end-to-end dashboards under tight timelines
- Worked in Agile teams and collaborated closely with developers and test engineers

EDUCATION

Milan, Italy | Sep 2024 - Jul 2026 (Expected)

Politecnico di Milano – MSc in Digital and Interaction Design

Ankara, Turkey | Sep 2016 - July 2024

Middle East Technical University – BSc in Industrial Design

- Graduated with Honors | GPA: 3.33 / 4.00

SKILLS

Design Tools: Figma, Adobe Suite , Protopie, Miro
UX/UI: User Research, Wireframing, Prototyping, , Design Systems
Dev Handoff: Design Tokens, Clear Documentation, Efficient Collaboration
Other: HTML/CSS (basic), Arduino Prototyping
Languages: English (C1), Italian (A1), Turkish (Native)

LINKS

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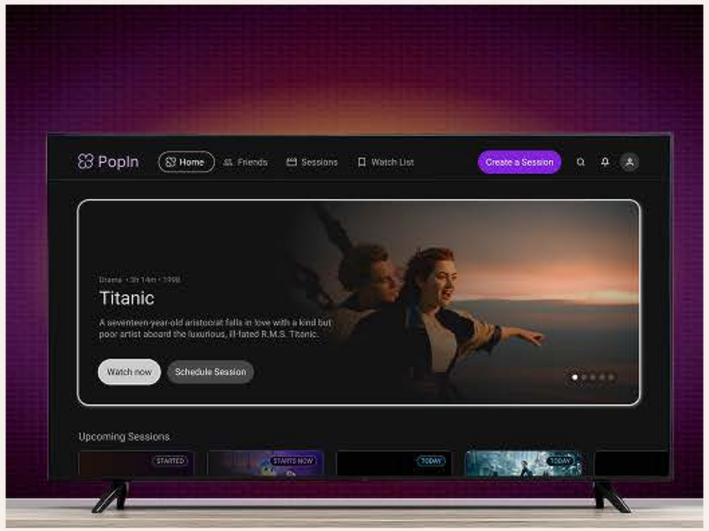
WORKS



POPIN

Master's, 2025

Co-watching app for Smart TV that enhances shared movie experiences.

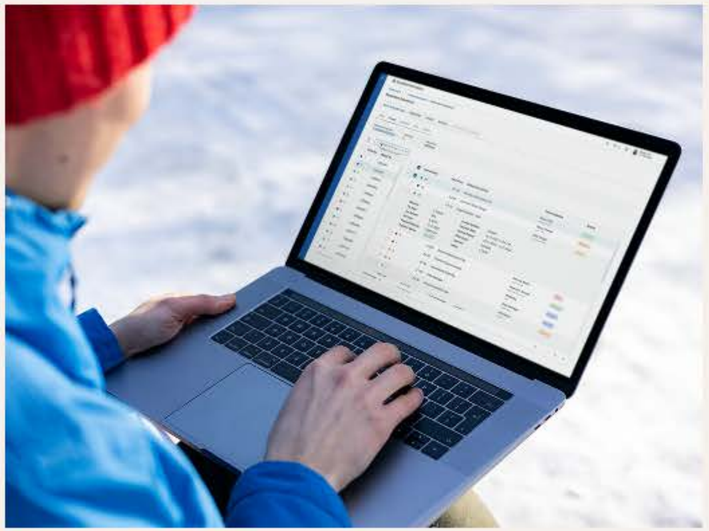
Smart TV *- Co-Watching - Entertainment*

TAKKS

MilSOFT, 2024

Embedded defense UI for real-time monitoring and control.

Embedded Systems *- Defense - Control Panels*



BİLGE

MilSOFT, 2023

Web system for declarations and reporting with modular UI.

Web App *- Modular UI - Data Table&Form*

WORKS

SENTINAL

MilSOFT, 2024

Dashboard for tracking system performance in real time.

Web App *- Dashboard - Data Visualization*

SPINCHOICE

Personal, 2023

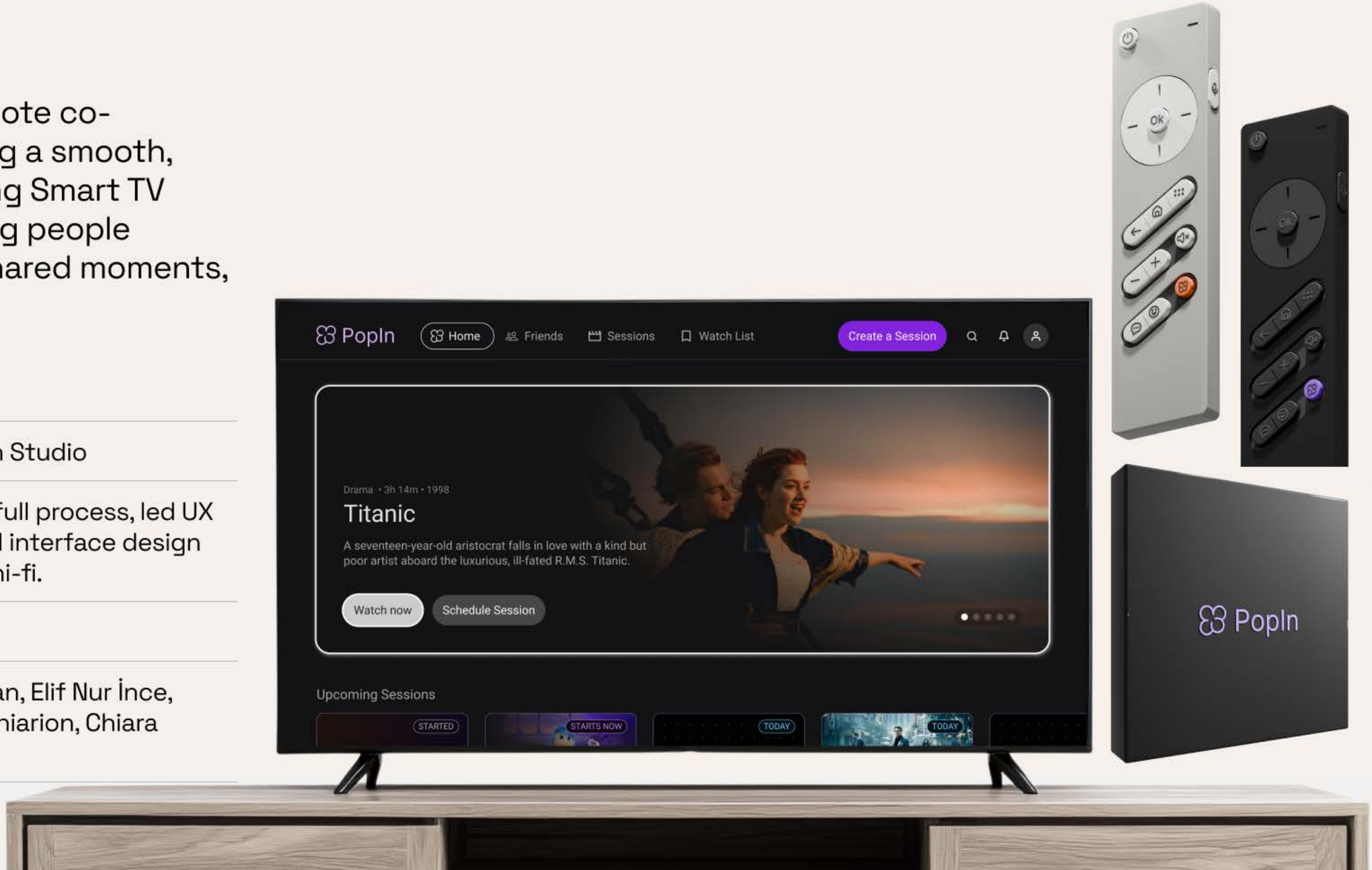
Mobile app that gamifies everyday decision-making.

Mobile App *- Decision Making*

POPIN

PopIn enhances remote co-watching by creating a smooth, emotionally engaging Smart TV experience—bringing people together through shared moments, even when apart.

Company	POLITECNICO MILANO 1863
Client	Digital Design Studio
Role	Covered the full process, led UX solutions and interface design from lo-fi to hi-fi.
Length	4 months
Team	Tuana Toraman, Elif Nur İnce, Alessandro Chiarion, Chiara Ferregutti
Year	2025



HOW MIGHT WE
create a remote co-watching expeirences that feels **emotionally connected,** technically seamless, and **naturally integrated into people's everyday lives**?

Current Smart TV platforms fall short in supporting emotionally engaging and socially seamless remote co-watching experiences.

Users frequently face synchronization issues, depend on external tools for interaction, and experience decision fatigue and disconnection due to fragmented setups.

Research Overview

https://onlinelibrary.wiley.com/doi/epdf/10.1155/2022/2775959

Need to Know: What is co-viewing, and...
Advertisers need guarantees that their ads are rea...
nielsen.com

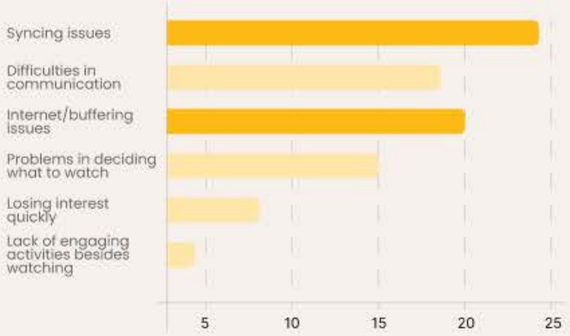
IEEE Xplore

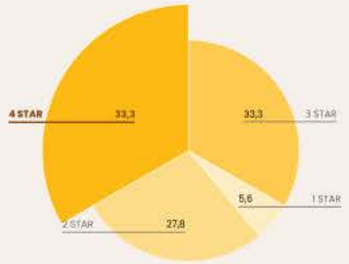
A review of smart TV: Past, present, and...
Smart TV has changed the legacy TV system by pr...
ieeexplore.ieee.org

From Co-Viewing To Co-Experiencing
COVID-19 caused an increase in content consump...
medium.com

https://dl.acm.org/doi/pdf/10.1145/2998181.2998228

Top 10 Ways to Watch Movies Together...
Want to watch shows and movies together online...
zegocloud.com





1

This insight led us to explore shared watching experiences in more depth.

1.1

With these insights, we moved on to a questionnaire for quantitative data.

2

We used quantitative data to prepare questionnaires to get qualitative data.

Desk Research & Literature Review

Research topics

- Definition, types, and technical aspects of Smart TVs
- Possible activities on Smart TV
- Addressed challenges and issues
- Social aspects of Smart TVs
- Inspiration and possible scenarios

Round 2

Research topics

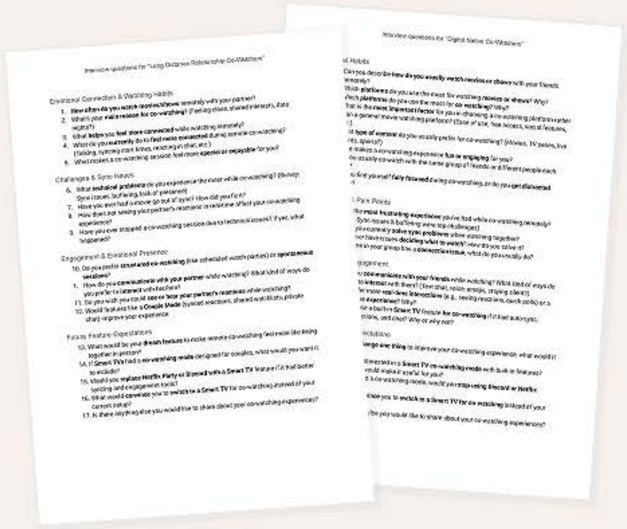
- Current engagement in shared watching
- Triggers for activity (social connection)
- Session start methods (device switching, initiation)
- Difficulties together vs. watching alone
- Decision-making (individual vs. group choice)
- Timing & method of interaction (during/after, call, text, none)

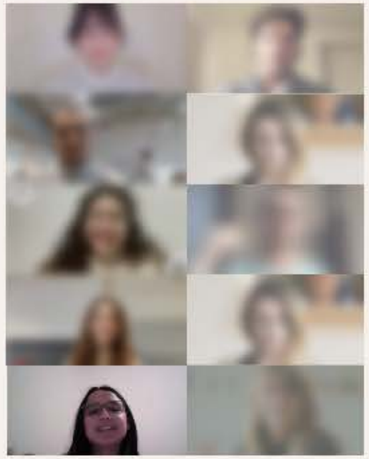
Questionnaires

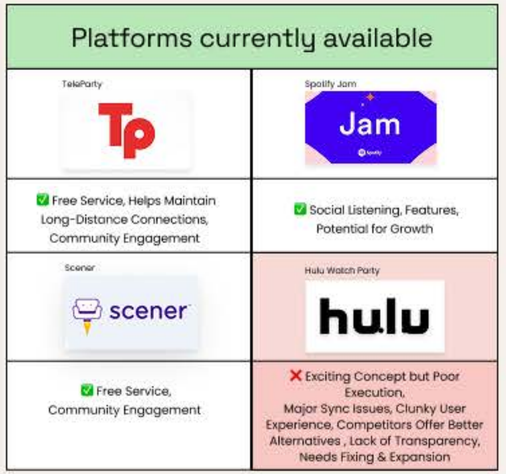
Research aims

- Understand the role of Smart TVs in co-watching trends
- Explore interest in co-watch features on Smart TV
- Identify challenges based on living conditions
- Capture difficulties during the experience

Research Overview







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Interviews Plan

Research aim

- Watching habits
- Emotional meaning of co-watching
- Main problems and coping strategies
- Communication and interaction tools
- Expectations for Smart TV co-watch experience
- Current co-watch tools & disappointments

3.1

We continued with feature research of platforms, including the ones we heard during interviews.

Interview Conduct & Result

Participants

- 9 people in total
- 4 → “The Digital Native Co-Watcher”
- 5 → “Long Distance Relationship Co-Watcher”

4

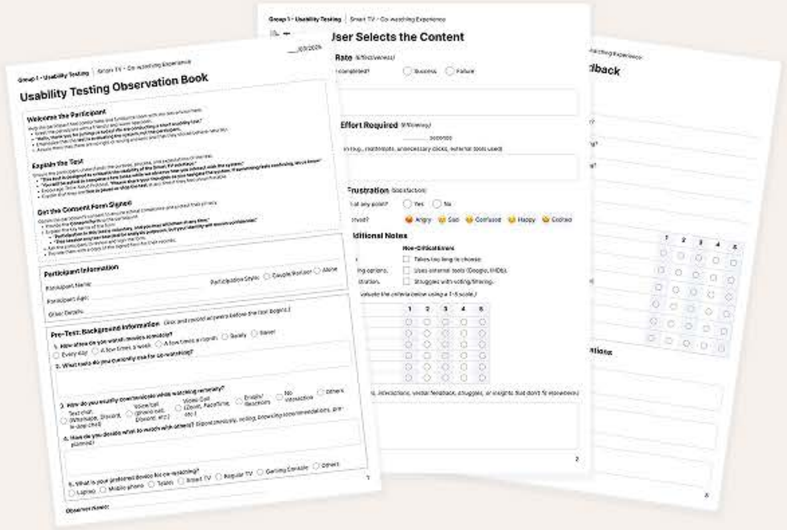
We came up with a set of platforms and decided to test their usability with a group of participants.

Digital Ethnography & Benchmarking

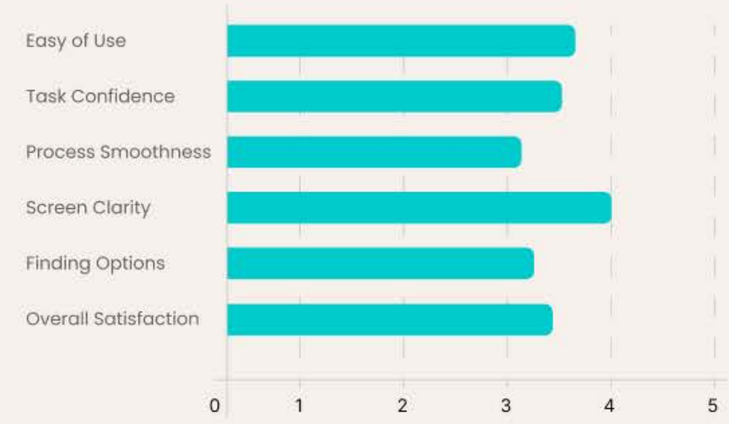
Research cover

- Platforms no longer in use
- Few active platforms specialized in co-watch
- Technical feature analysis
- Teleparty as main reference focus

Research Overview



📍Residenza Isaac Newton



At this point, we had gathered all the necessary data, except for the expert observation of the Smart TV experience.

5 Usability Testing - plan

Research goals

- Interaction with Smart TV ecosystem during remote co-watching
- Ease of starting/joining sessions
- Pain points in syncing, interaction, communication
- Evaluation of engagement features (chat, reactions, voice/video)
- Intuitiveness and immersion of Smart TV experience

5.1 Test Conduction

Setup

- 7 sessions, 13 participants
- Materials: Usability test books

Stages

1. Intro (welcome, popcorn to set the mood)
2. Pre-experience (background questions, content selection)
3. During experience (playback sync, interaction, interruptions)
4. After experience (post-session interaction, final questions

5.2 Test Results

Findings

- Typing and navigation difficulties
- Manual countdown needed for re-sync
- Reliance on external communication tools
- Long content selection time (decision fatigue)
- Interaction style varied by participant
- Interruptions disrupted recovery

Research Overview

user tries to open Netflix app in the smart TV.

user presses exit from the remote to go back main menu.

user selects Netflix from the bottom menu bar.

in the sign in page there is a QR code provided.

user grabs the phone to scan the code.

user confirms the numerical code on the phone interface after seeing it matches on the TV screen.

Netflix account opens automatically on the TV

Netflix user selection menu appears on the TV.

6

Cognitive Walkthrough

Research aim
- Platform: Smart TV (most-used)
- Defined 6+ predefined tasks

Findings
- Goal recognition → mostly yes
- Action availability → partial
- Correct action recognition → partial
- Feedback after action → almost none

6.1

We consolidated all our research findings into key insights and outcomes.

Heuristic Evaluation

Research Aim
- Platforms: Android TV & Sky TV
- Clarity and navigation of features
- Intuitiveness of use
- Confidence in completing tasks

7

In light of our research findings, we defined our focus problem through a current scenario scheme.

Key Recurring Patterns & Observations

- **Top frustration:** syncing
- **Most used phrase:** “3-2-1” → manual countdown
- Wide variety of communication tools used
- Emotional/social needs vary by relationship type (friendship vs. couple)

Research Results

LACK OF INTEGRATED COMMUNICATION

Users rely on external apps (e.g., Discord, WhatsApp) for voice and text chat

PLAYBACK SYNCHRONIZATION IS PROBLEMATIC

Manual syncing methods like countdowns are common but frustrating.

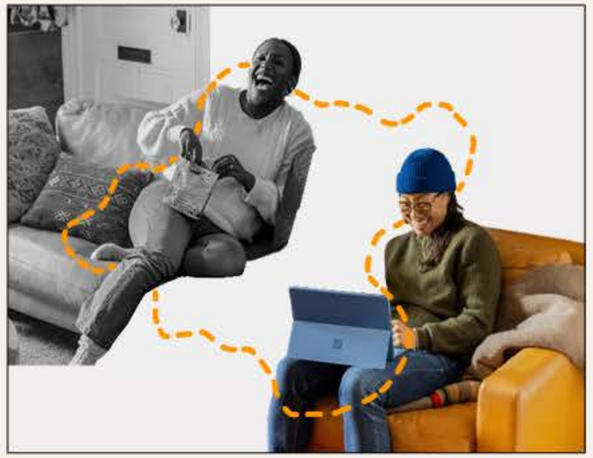
MOVIE SELECTION IS TIME-CONSUMING

Users struggle with indecision and lack of shared suggestions.

DIFFERENT CO-WATCHING STYLES

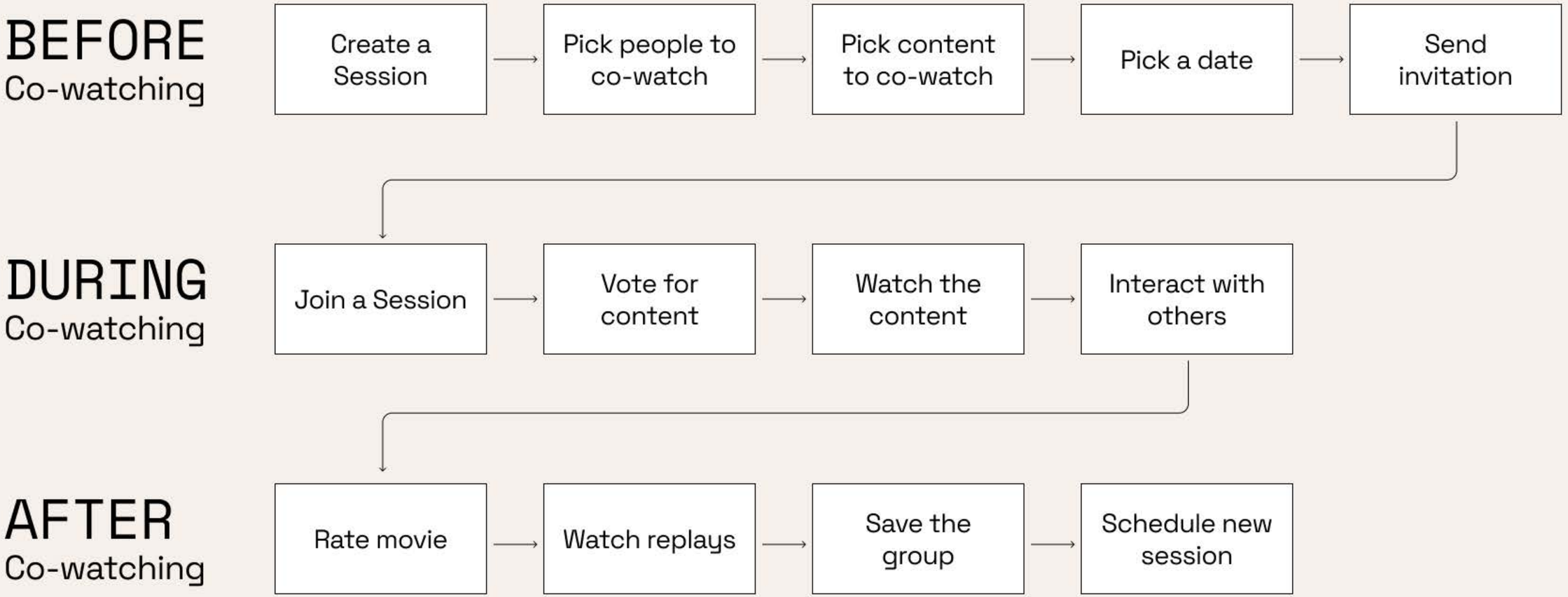
Needs vary between social chatting and quiet emotional viewing.

Current Scenario



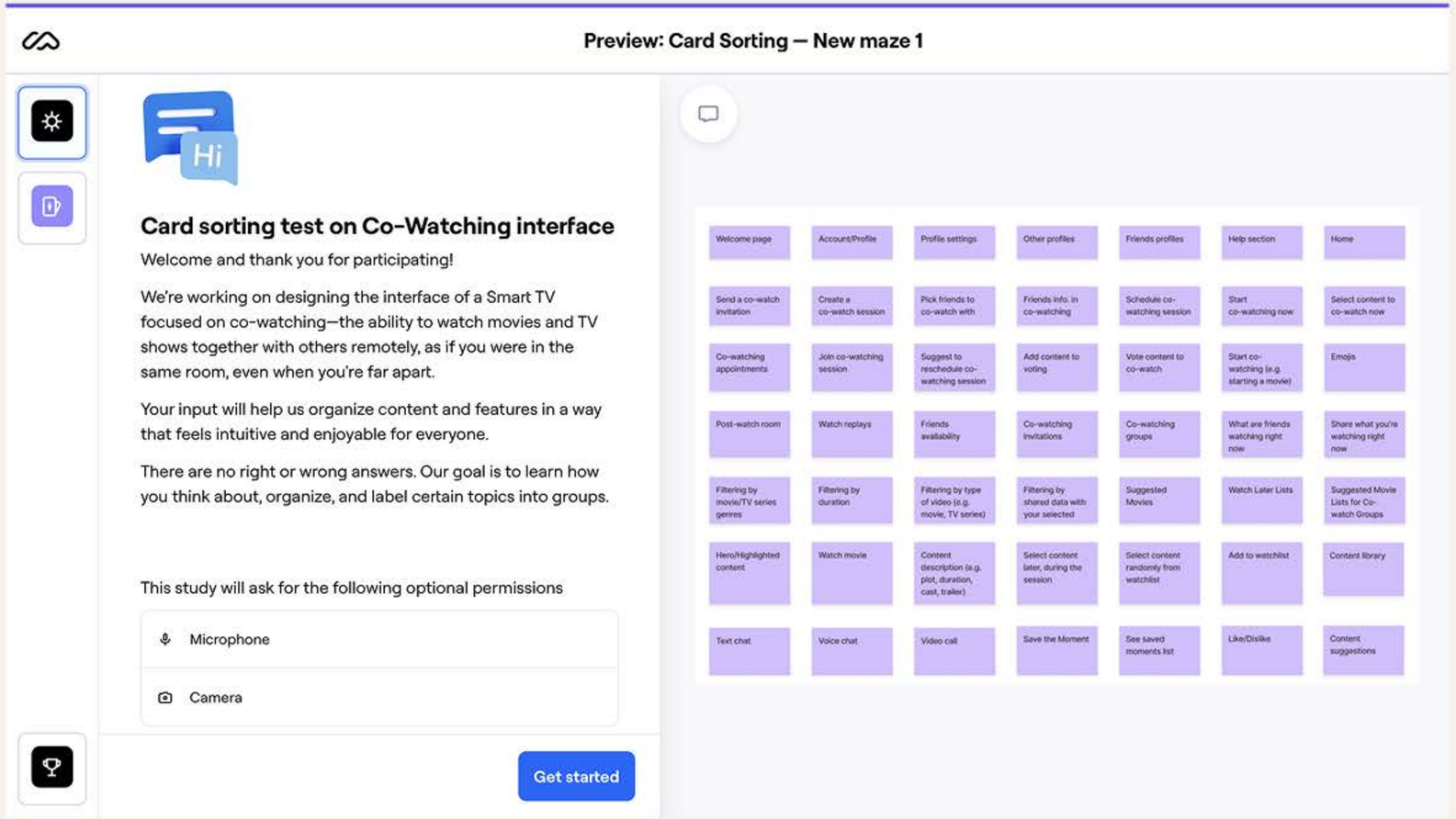
"Even from far away, co-watching makes it feel real. Like we're sharing something."

User Flow Diagram



Design Process

CARD SORTING



MAIN GOAL

Understanding user's mental model related to the co-watching experience, and verify the coherence with the information architecture.

LEARNING GOALS

- Learning how users expect to start a co-watch
- When and where they interact,
- How they invite others, and whether they plan ahead or act spontaneously.

These helped us shape the card sorting and tree testing activities.

Design Process

TREE TESTING STEPS

Step 1 **Start** a new co-watching **session** with your friends

↓

Step 2 Now you are in a co-watch session with your friends, so **send an emoji** to react to a scene

↓

Step 3 Your **friend invited you to a session**, but the suggested time doesn't work for you and you want to reschedule

ADDITIONAL QUESTIONS

Step 1

- Was there any other option you considered selecting instead?
- What is the main reason did you select that option?

Step 2

- Besides the option you selected, is there another way you would consider to initiate interaction?

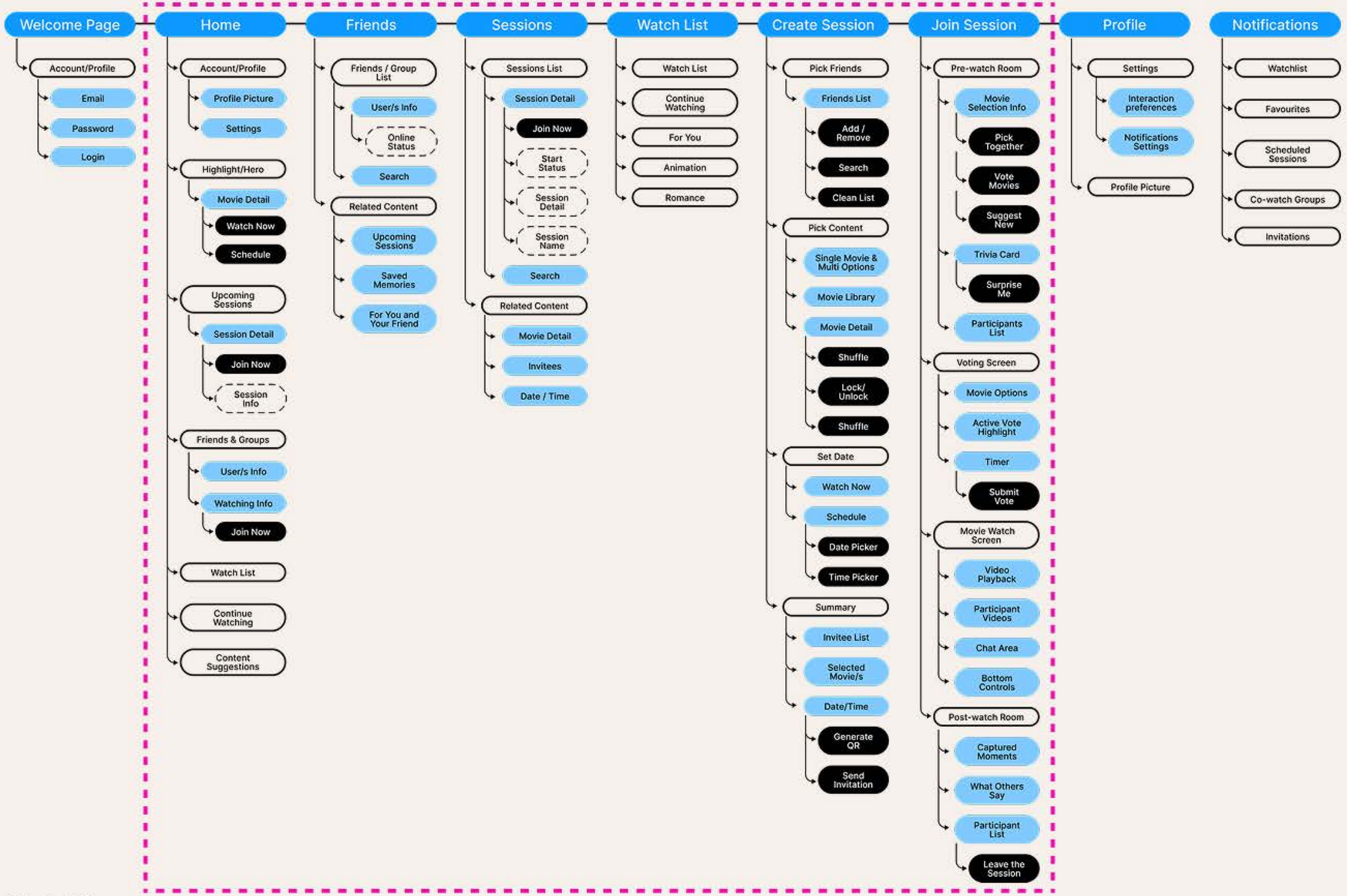
Step 3

- How would you handle discussing this change with the person who invited you? What steps would you expect to take?
- On a scale of 1 to 6, how much would you prefer to manage the rescheduling and communication directly on the Smart TV?

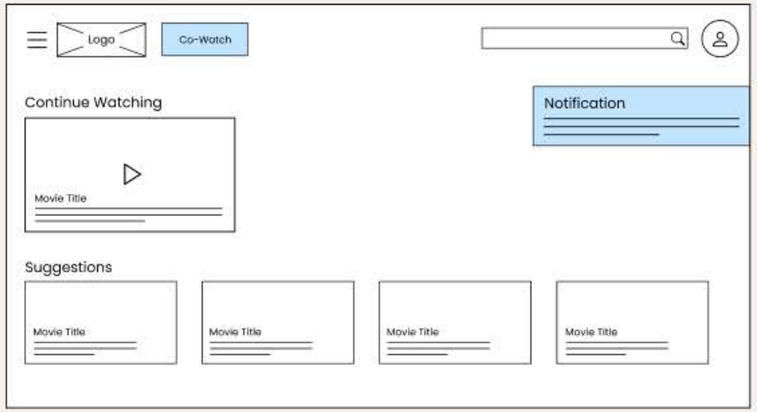
Bonus

- What comes to your mind when you hear the term 'Post-Watch Room'? What do you think it means?

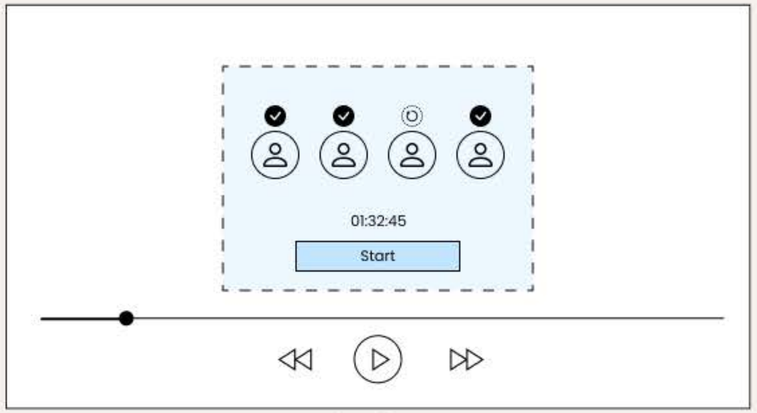
Information Architecture



Lo-Fi Prototype

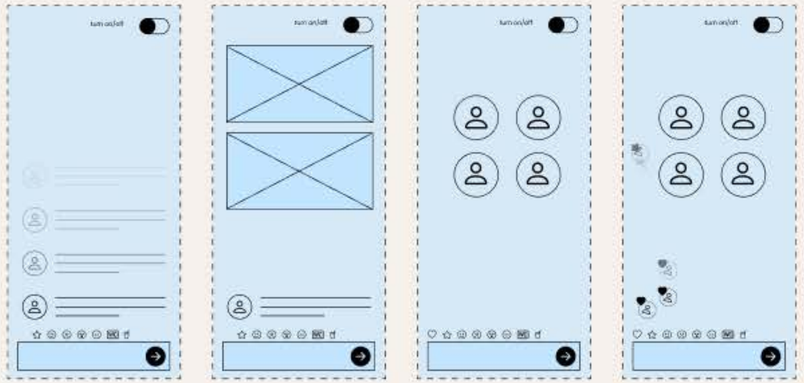


Home Screen



Movie Screen

Movie Screen



Chat Video Call Voice Call Emoji

KEY FOCUS

Focused on building the core structure.

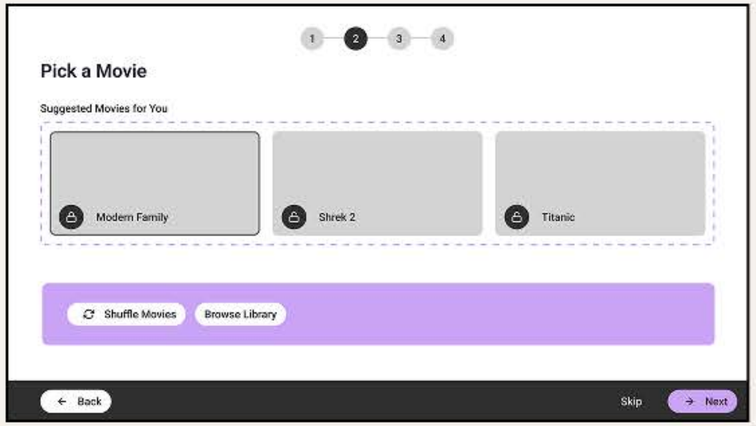
WHAT WE'VE DONE

- Outlined user journey from Home to interaction within movie.
- Structured session creation flow.
- Tested engagement tools on watch screen.

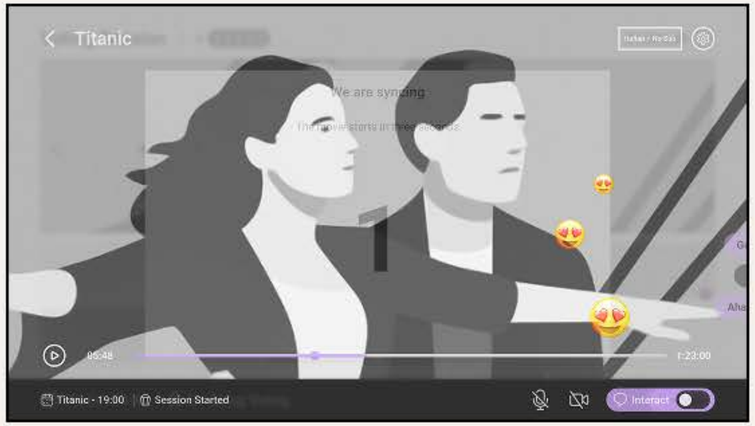
WHAT'S NEXT?

- How to make session creation and management more accessible and visible from the start?

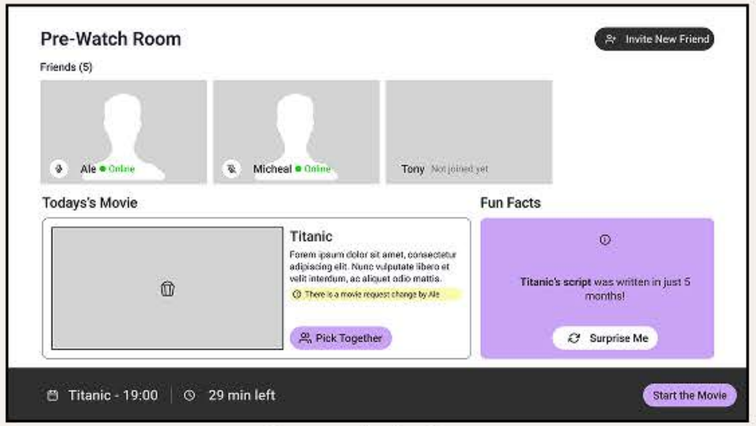
Mid-Fi Prototype



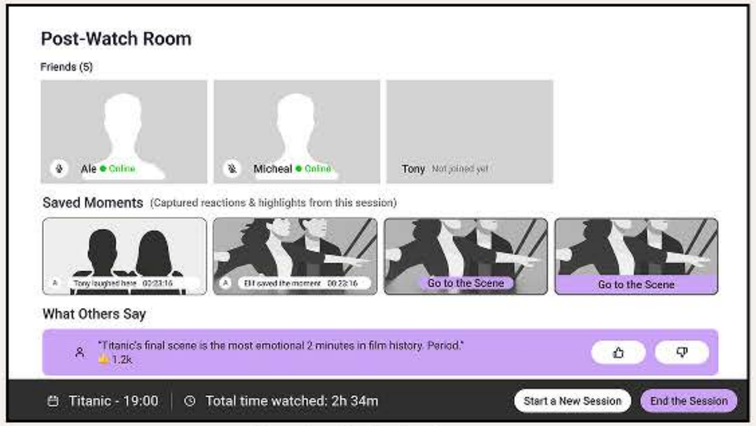
Movie Pick



Movie Screen



Pre-watch Room



Post-Watch Room

KEY FOCUS

Refined session creation and expanded the full co-watch journey.

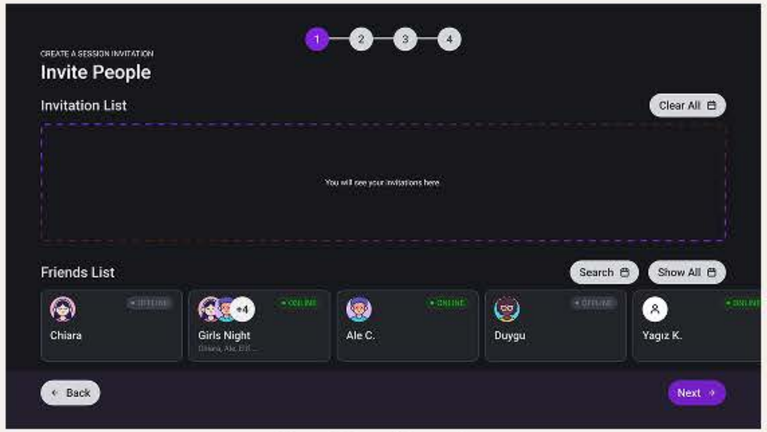
WHAT WE'VE DONE

- Improved session creation steps
- Expanded Home with Friends section
- Added shuffle/lock to movie pick
- Mapped pre- and post-watch flow

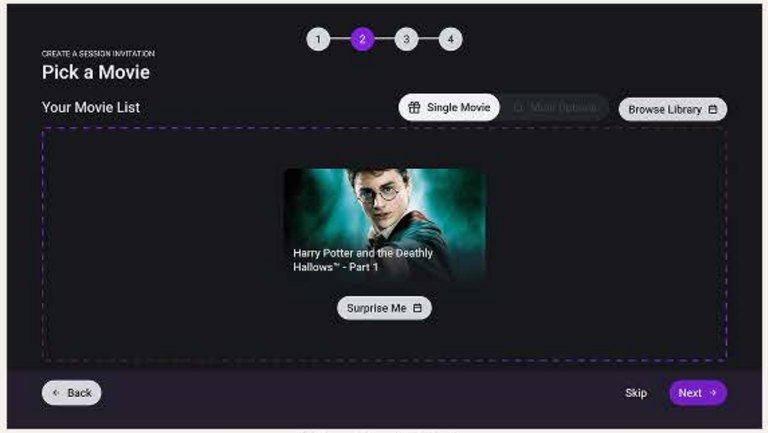
WHAT'S NEXT?

- Is shuffle/lock clear enough?
- Are friend invites and movie picks intuitive?
- Can users manage sessions easily?

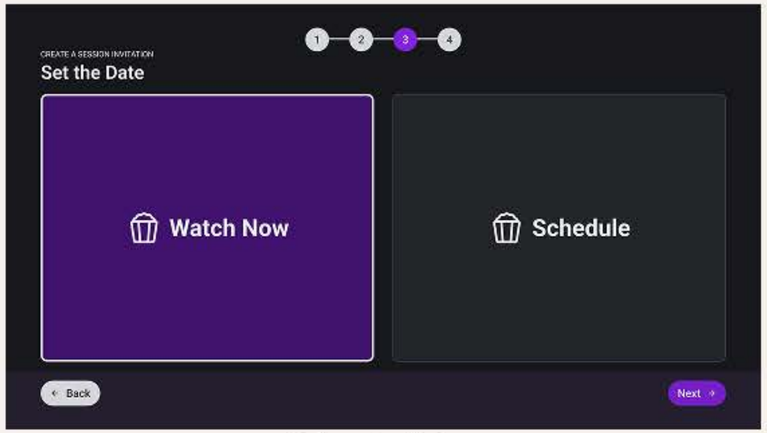
Hi-Fi Prototype



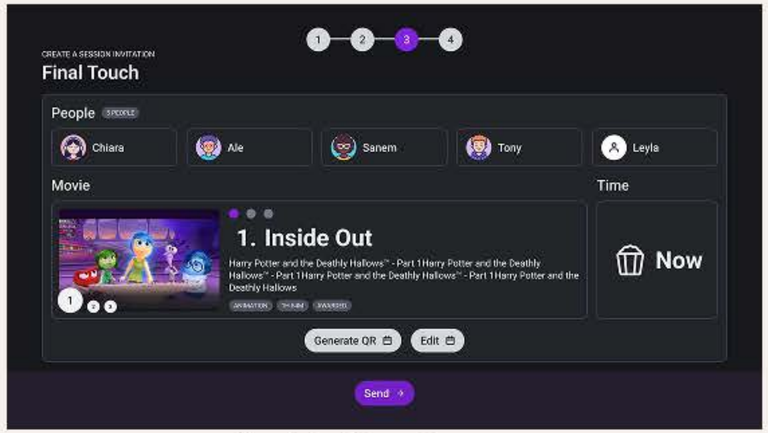
Invite People



Movie Pick



Date Setting



Invitation Summary

KEY FOCUS

Exploring interface styling. Focusing on Set Date screen and session detail card.

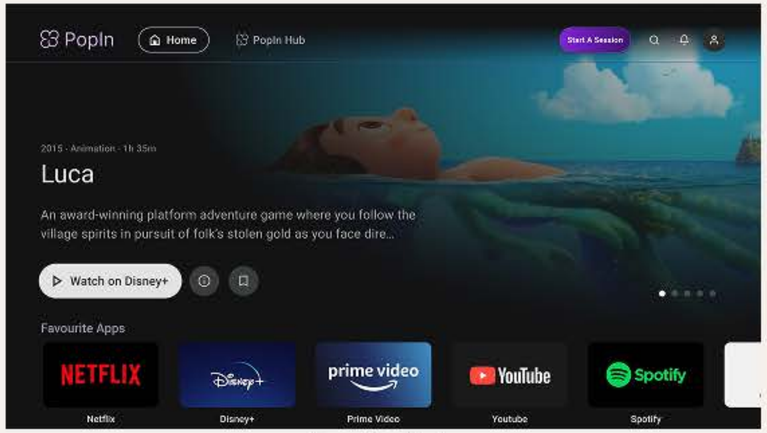
WHAT WE'VE DONE

- Applied visual style across session flow
- Iterated on Set Date layout
- Designed session summary card
- Refined shuffle/movie pick action options in page

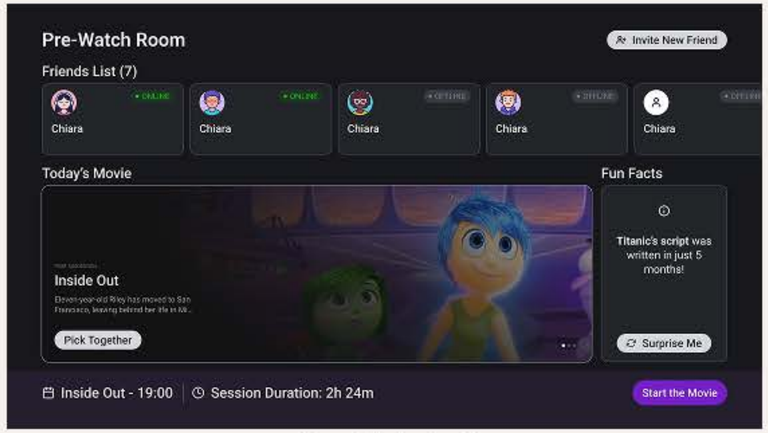
WHAT'S NEXT?

- How can Set Date feel more intuitive?
- Can session cards stay consistent across screens?
- Are movie pick modes clear?

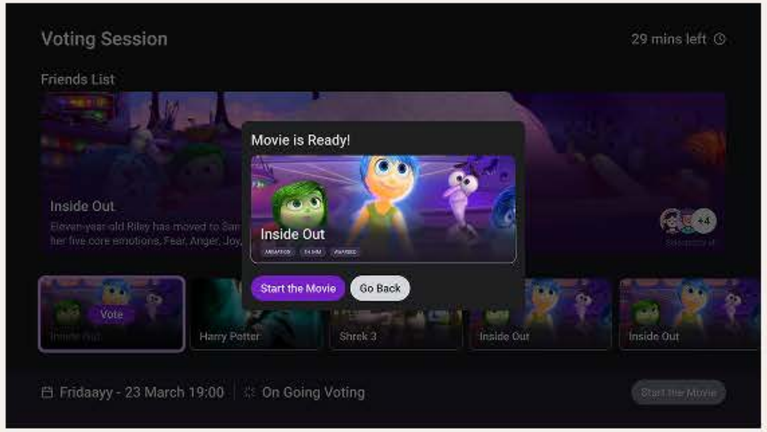
Hi-Fi Prototype



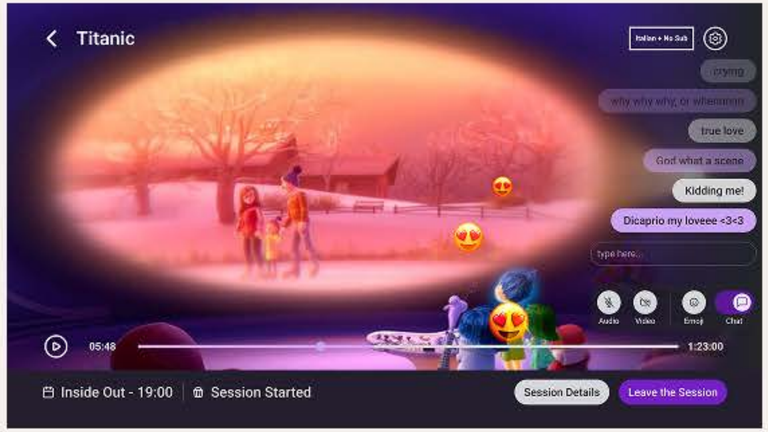
PopIn Hub



Pre-Watch Room



Invitation Card



Movie Screen

KEY FOCUS

Defining modal designs, and refining interaction controls on Watch screen.

WHAT WE'VE DONE

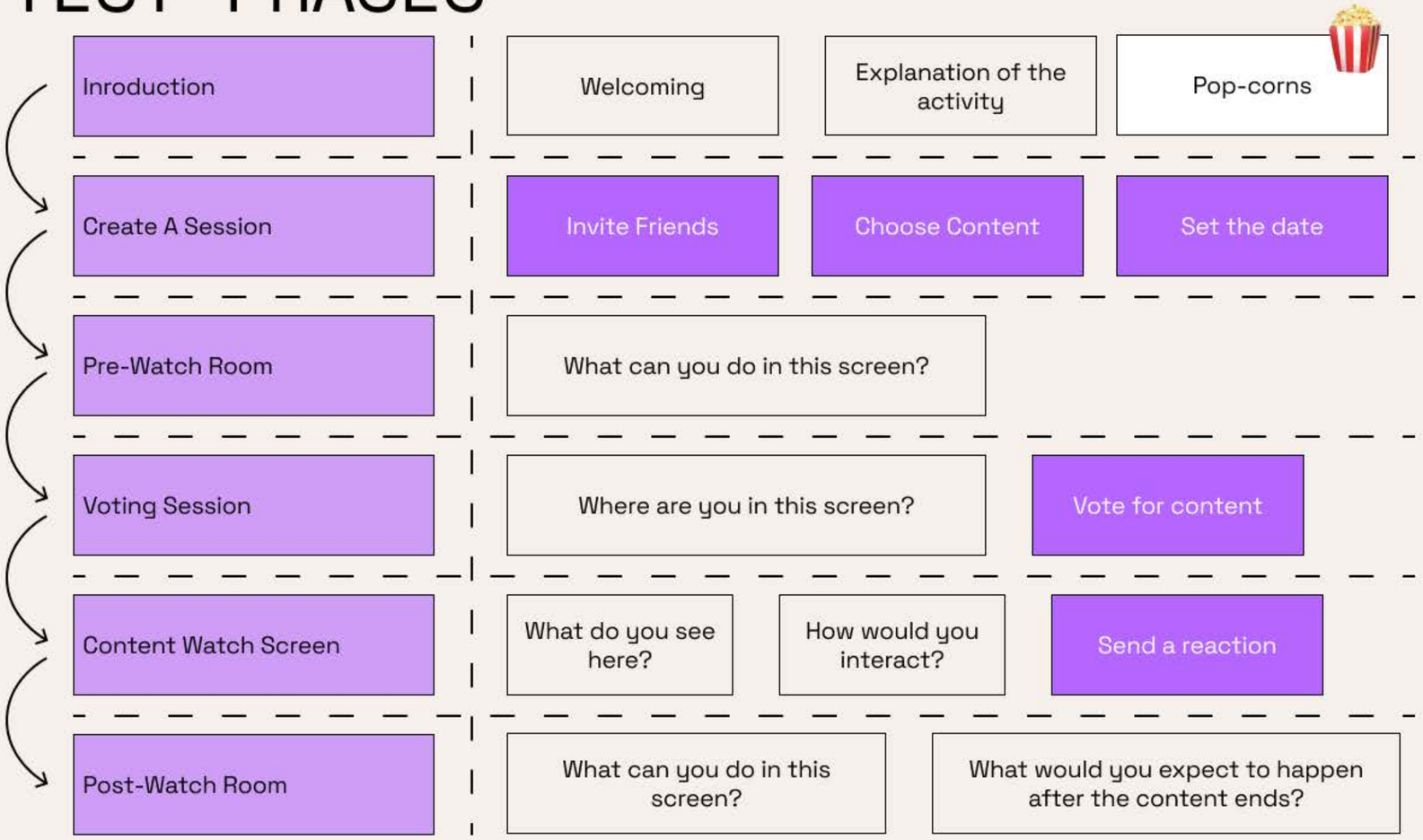
- Applied style direction to Home
- Iterated layout of Pre-Watch Room
- Designed and tested modal behaviors
- Improved interaction flow on Watch screen

WHAT'S NEXT?

- Do we need a Home screen, or start with PopIn Hub?
- Which modal variations work best?

Usability Test Protocol

TEST PHASES



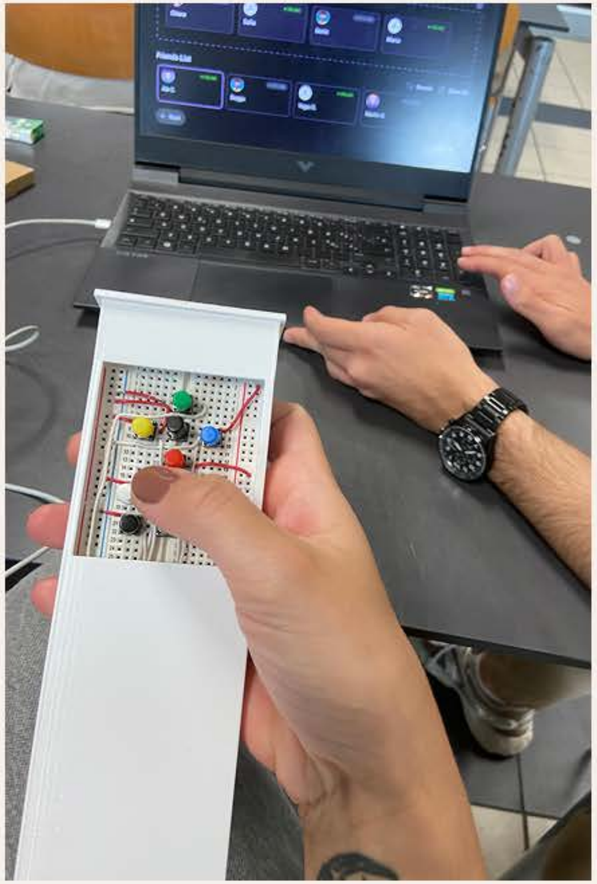
MAIN GOAL

Can users interact smoothly with the prototyped interface and remote controller while following the designed user flow?

SUB-GOALS

- Assess compatibility with users' mental models while navigating the interface
- Identify pain points in the user flow.
- Evaluate preferences on engagement features (chat, reactions, voice/video).
- Understand if the Smart TV experience feels intuitive.

User Testing Results



NAVIGATION CONFUSION

Users were unsure about their current step or selection due to similar buttons and weak visual hierarchy

MISLEADING LABELS

Phrases like “Start the Movie” or “Pick a Movie” didn’t reflect system behavior, leading to confusion about what to do next

INTERACTION VISIBILITY

Users couldn’t tell they could chat or message, and who sent reactions or comments, weakening communication

VOTING & FEEDBACK GAPS

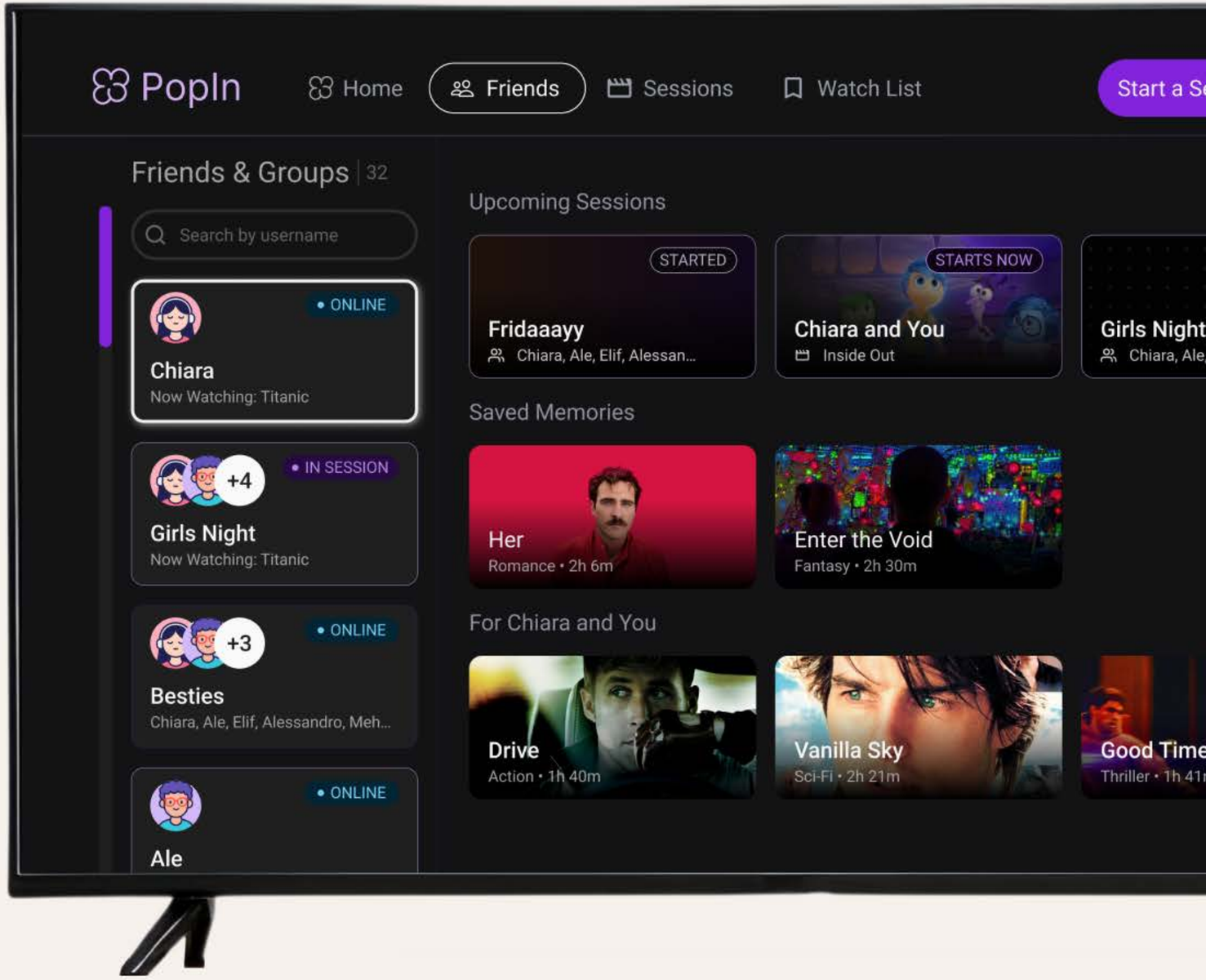
Users missed voting cues, misunderstood the process, and were unclear on how many movies played. Feedback and replay features were also overlooked

Friends Hub

ENCOURAGING SOCIAL PRESENCE THROUGH SHARED VIEWING

To support spontaneous interaction while accommodating different user styles, we designed a centralized Friends Hub with:

- **Live activity indicators** (e.g., "Online", "In Session") for quick awareness
- **Joinable session buttons** tied to active friends or groups
- **Real-time invites** and contextual prompts (e.g., "You've been invited", "Join Now")
- **A Saved Memories** area to rekindle interest in past shared experiences
- **Smart arrangement of friends** and groups by interaction frequency
- **Movie recommendations based on shared taste**, using the viewing history of both the user and their selected friend or group to surface mutually interesting content

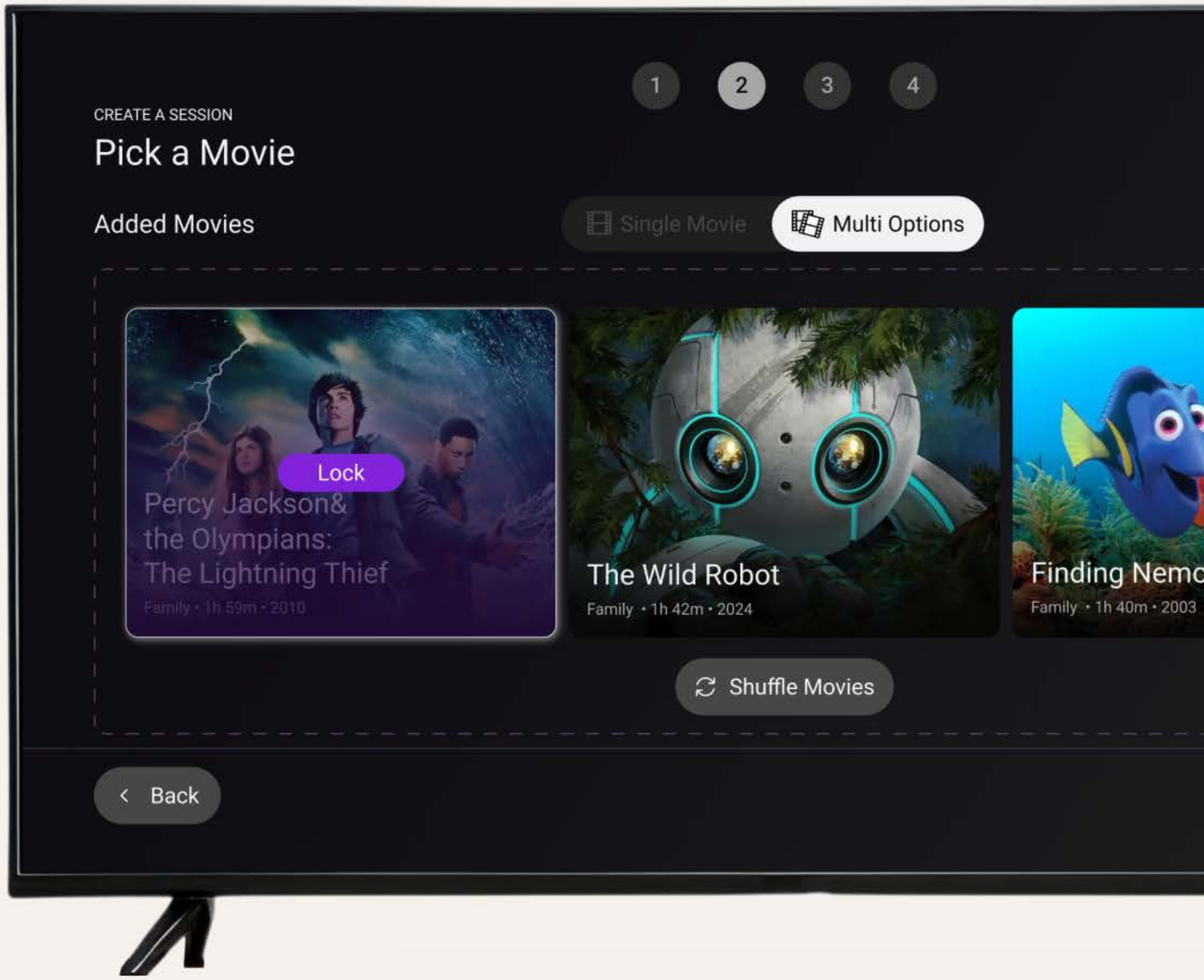


Shuffle & Lock

SIMPLIFIED GROUP DECISIONS

To support varied user behaviors and reduce group decision friction, we designed a modular and flexible movie selection flow with multiple paths:

- **Single or Multi Selection:** Users can send one clear choice or offer multiple suggestions in the invitation.
- **Tailored Suggestions:** When unsure, users can shuffle through AI-powered movie suggestions based on shared preferences with invitees.
- **Shuffle & Lock:** Users can lock a preferred movie and shuffle again to discover new titles—repeating the cycle until satisfied.
- **Skip Suggestion:** Users may choose not to suggest anything and allow the group to decide later.



Voting

FLEXIBLE ENGAGEMENT

To support varied levels of engagement in group decision-making, we designed a flexible voting flow in the Pre-Watch Room:

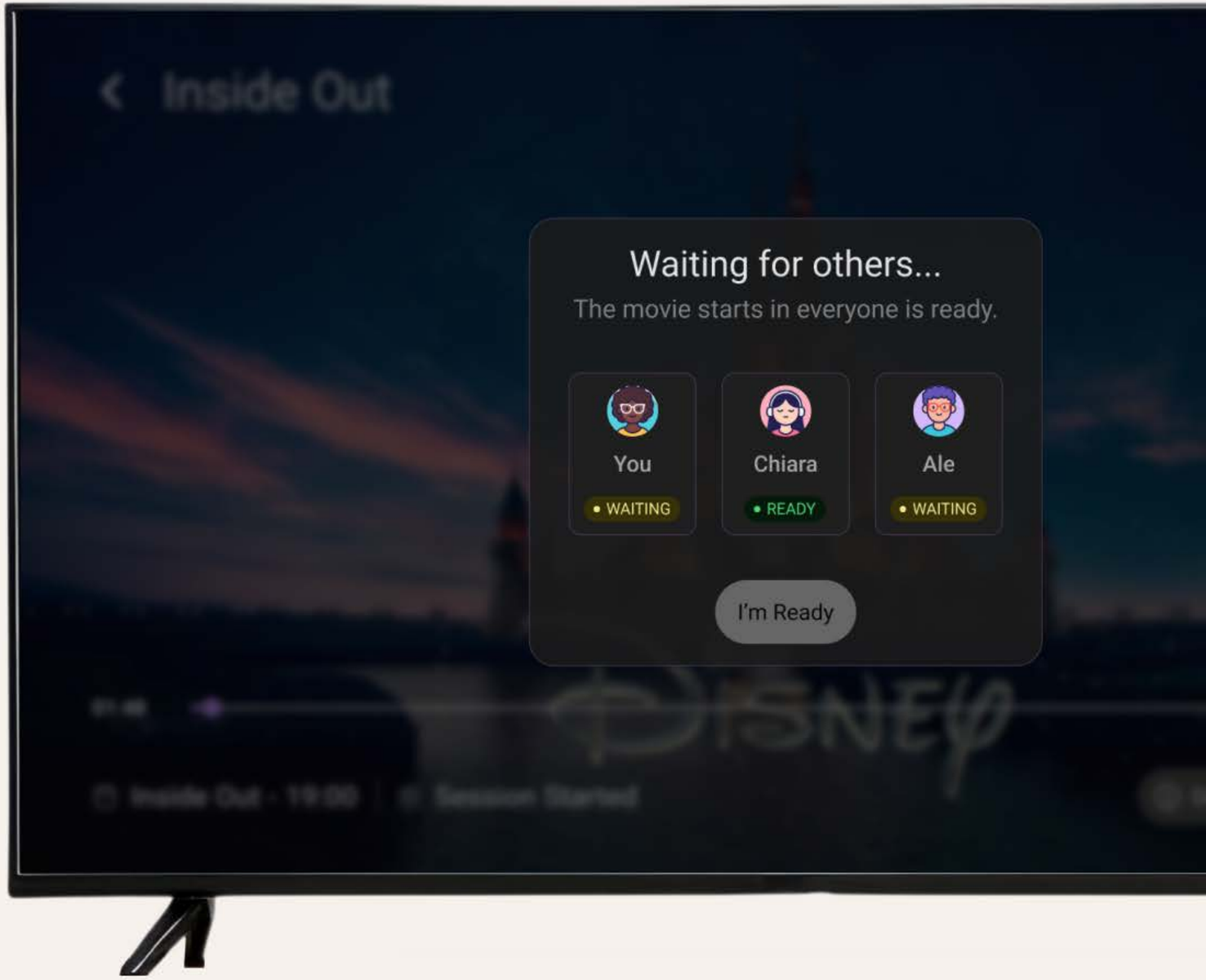
- **Shared Access Voting:** All participants can access the same movie list and vote in real time.
- **Live Feedback:** Votes are visible immediately, so users can see how the group's preferences are shaping up.
- **Skip or Participate:** Users who don't want to vote can opt out, allowing more enthusiastic members to take the lead.
- **Timer Activation:** A countdown keeps the session focused and avoids endless debate.
- **Automatic Selection + Extension:** When time's up, the top-voted movie is picked — unless more time is requested. Then, the system offers a second round.

Waiting

AUTO-SYNC START

To solve this recurring syncing issue, we introduced a Readiness Modal in the Pre-Watch Room — a lightweight intermediate screen shown before the movie starts.

- **Readiness Confirmation:** After a user presses “Play,” the system waits until everyone confirms they’re ready.
- **Real-Time Status Display:** Users can see each participant’s readiness status in real-time.
- **Countdown Animation:** Once all participants are marked as ”Ready,” a 3–2–1 countdown animation is triggered.
- **Synchronized Start:** Then, the movie begins simultaneously for everyone — no syncing needed.

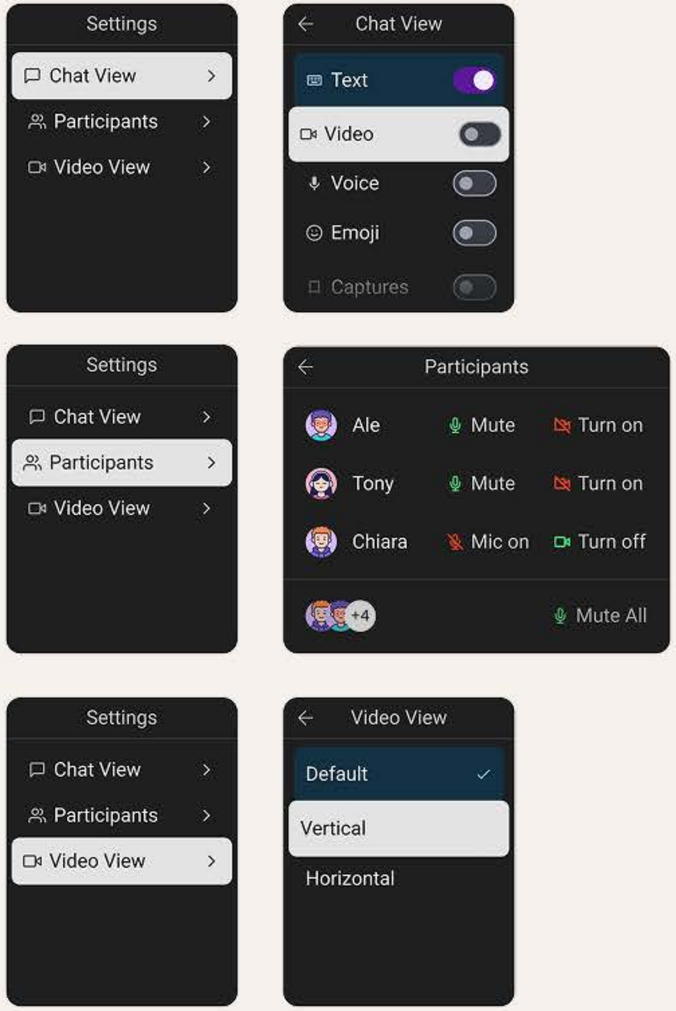


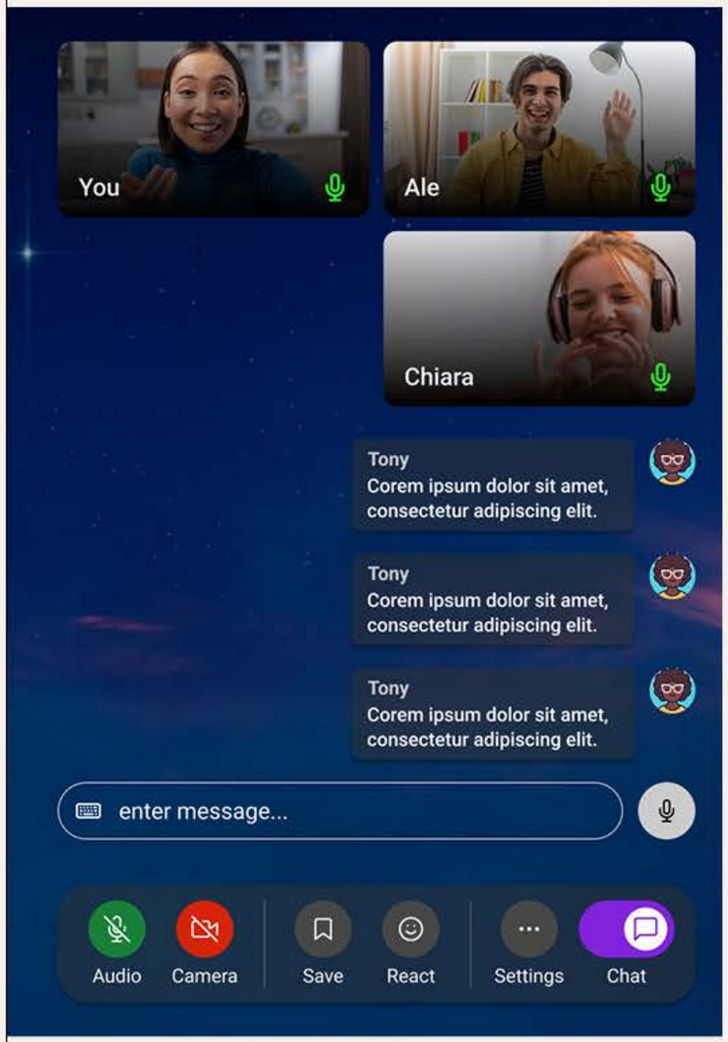
Movie Screen

INTERACTION ZONE

To respect personal engagement styles, we introduced a customizable interaction system, accessible via the Settings menu:

- **Chat View Settings:** Users can toggle text, video, voice, emojis — individually.
- **Video Layout Settings:** Adjust the default layout (vertical, horizontal, or sidebar) to suit comfort.
- **Participant Controls:** Mute/unmute individuals, rather than muting everyone.
- **Saved Moments:** During playback, users can capture memorable scenes
- **Subtle Message Previews:** When chat sidebar is closed, new messages appear with reduced opacity to avoid FOMO without causing distraction.
- **Persistent Toolbar Feedback:** Even when toggling interactions off, key status indicators (mic/cam on/off) remain visible to avoid uncertainty.



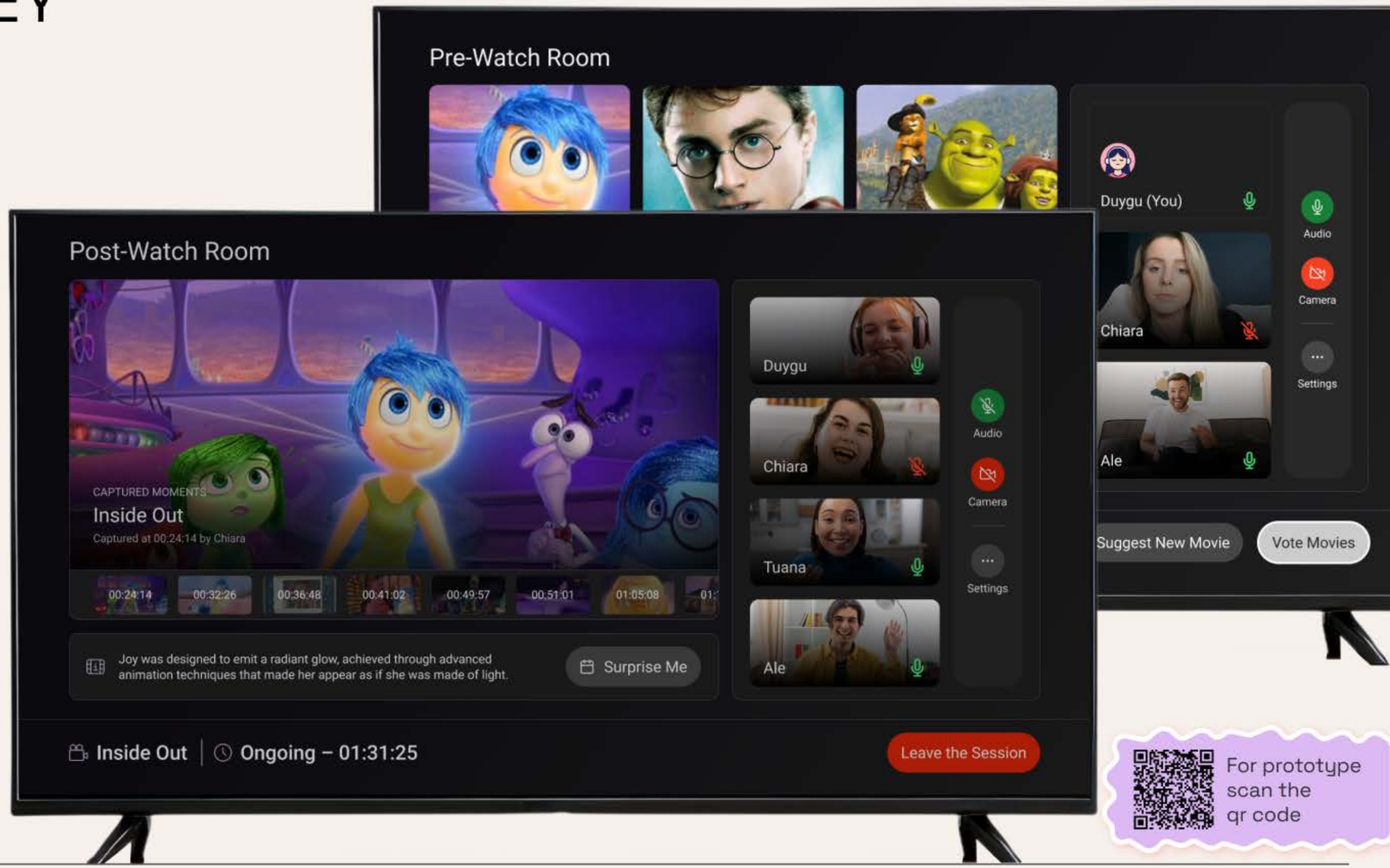


Beyond Watching

A SHARED JOURNEY

To support a continuous social experience, we designed the system with:

- **Pre-Watch Room:** A dedicated space for socializing before the movie starts.
- **Post-Watch Room:** A follow-up space to reflect, chat, and continue the shared experience after the movie ends.
- **Saved Moments:** Replayed saved moments together in the post-watch room, captured by users during playback
- **Session Closure Modal:** At the end of the session, users are asked if they'd like to schedule another event—encouraging continued engagement.



For prototype scan the qr code

TAKKS

The system enables military operations to be planned, directed, coordinated, executed, and monitored efficiently in dynamic environments.

Company	MilSOFT
Client	**aselsan**
Role	UX/UI Designer
Length	12 months
Team	Worked with System Test Engineers, Software Engineers and Clients
Year	2024

HOW MIGHT WE
design a **task-focused** and **failure-tolerant** interface for tactical operator working under **time critical, high-pressure conditions**?

Tactical-level operators must **complete critical tasks under extreme pressure**, often with limited training, in harsh environments (e.g., vibration, gloves, low light). However, **current systems** feature visual clutter, inconsistent flows, and poor feedback, **making it hard to act fast and accurately**.

These mismatches lead to **cognitive overload, interaction errors**, and can result in mission failure or life-threatening delays.

Sector-Specific Constraints

"Designing for defense comes with its own logic, limitations, and priorities. **Unlike commercial tech, this field reshapes what is possible** — and acceptable — in UX."

01

In defense projects, **access to real users is often impossible** due to confidentiality.

02

Designers rely heavily on client interpretation and observations, which may not always represent actual user behavior.

03

To uncover hidden user needs, **we must guide clients through the right questions** and push beyond assumptions.

04

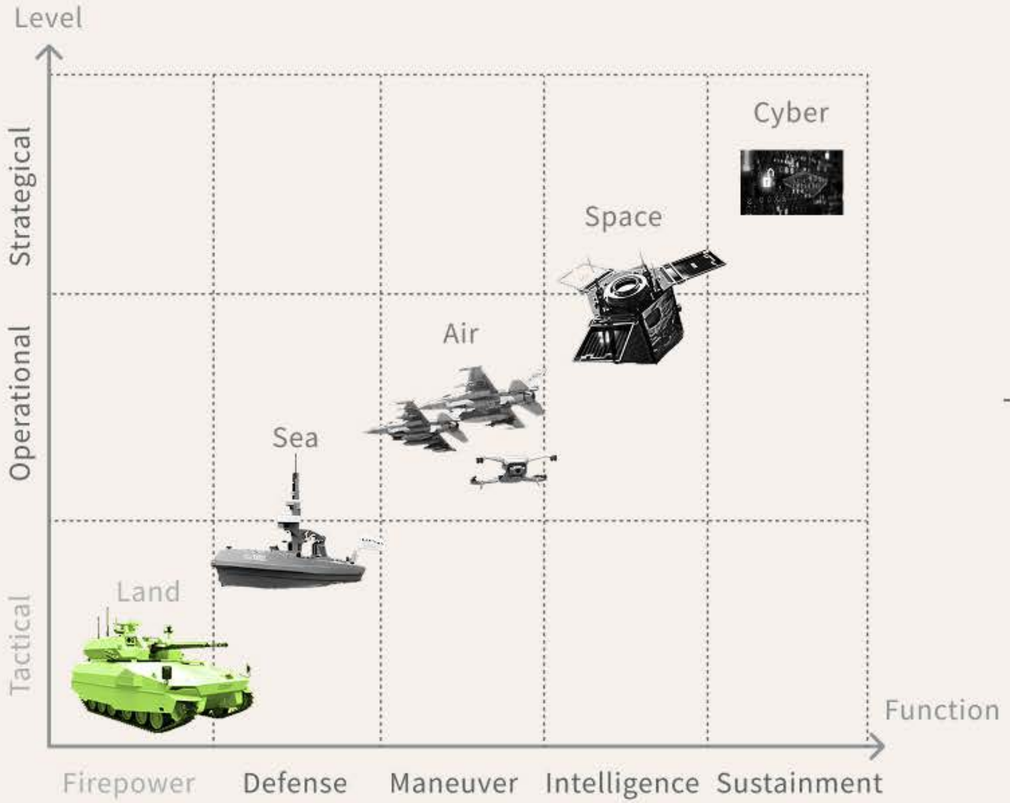
There's often **resistance toward adopting modern UX practices**. Instead, familiarity with legacy systems is valued over usability.

05

Design cycles are short and risk-averse — **what's ideal in civilian UX can be inefficient in defense.**

The Context

"Requires interfaces that **support fast, precise decision-making** without complexity."



01

The project was part of a **land-based command and control subsystem**, embedded within a larger multi-domain structure.

02

The interface had to **work well with other systems** — it was one part of a larger mission-wide setup.

03

UI needed to be simple yet interoperable, **enabling fast action by operators** — even under physical, cognitive, and environmental stress.

04

While devices had touchscreens, **field conditions and hardware limitations** often made them hard to use.

05

Environmental conditions directly shaped design:

- Indoor vs. outdoor usage
- Static vs. mobile environments
- Silent vs. noisy operational zones
- Daylight vs. low-light/night conditions...

Design Constraints

“UI decisions were influenced by the physical world more than the screen itself, and device capabilities”

There are 3 different devices, each with distinct interaction capacities. Unlike modern consumer products, these devices were manufactured for military use — meaning:

- **Limited touchscreen functionality**
- Delayed or rigid input systems
- **Minimal processing power** and slow refresh rates

Inside the Tank
Limited space and constant vibrations make touch use difficult. Bezel buttons are preferred.

Outdoor
Hard to handle for long periods; not ideal in high-stress field conditions.

Control Center
More accessible setup; used by high-ranking staff for critical operations.

User Needs

"Design must **reduce learning curve**, **prioritize clarity**, and allow for seamless task execution — even under limited digital fluency."

WHO IS

Age: 28 | Role: Tank Operator | Rank: Private
Education: High School
Tech Literacy: Basic to Intermediate
Uses only essential tech tools — fast task completion matters more than system mastery.

WHAT MUST DO

As a tactical tank operator, Mehmet's tasks are essential to the success of his unit. He must:

- Send situational reports,
- Request support,
- Respond to incoming orders,
- Track tactical context visually

WHAT MAKES THIS EVEN HARDER

- Assigned to missions for short periods — **no time for deep learning**
- **Given minimal training**, with tasks that vary across operations
- **Expected to adapt instantly** across units and shifting scenarios

Key-takeaways

FAILURE ISN'T A LESSON, IT'S A LIABILITY

In defense UX, mistakes aren't part of iteration — they're operational risks.

DEPENDABILITY > INNOVATION

Familiarity and reliability often take precedence over new or elegant UX solutions.

EMPATHY GOES BEYOND EMOTION

Designing here demands situational awareness — understanding environmental, procedural, and technical realities.

COGNITIVE CLARITY IS NON-NEGOTIABLE

Interfaces must work with minimal mental load — users don't have the luxury of time or second guesses.

Client Field Insight→ UX Reasoning

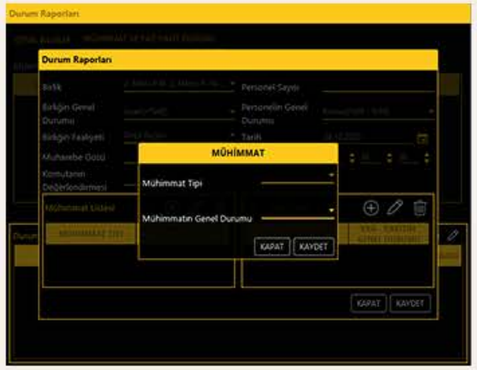
NAVIGATION & FLOWS

“Users mostly rely on the All Messages screen, making it critical but overloaded, since it contains every message type.”

→ **Dual entry points** fragment the mental model, breaks **Consistency & Standards**.

→ **Inconsistent icons and long labels** weaken **Recognition over Recall**, adding cognitive load.

→ **Complex default entry** increases completion time, reducing **Efficiency of Use**.



CONTENT OVERLOAD

“Users struggle to find what they need, as screens remain cluttered with information.”

→ **Showing all at once** breaks **Progressive Disclosure**, high **Cognitive Load**.

→ Poor filter/screen structure reduces **IA clarity** and findability.

→ Users take wrong paths and repeat actions, longer **Time-on-Task**

VISUAL CLARITY & FEEDBACK

“Users struggle with tasks; they click disabled buttons, miss active ones, and misread actions.”

→ **Unclear button states** violate **Visibility of System Status.**

→ **Inconsistent workflows** reduce learnability.

→ Lack of guidance undermines **Error Prevention** and **User Control.**

Design Goals

Defined based on user observations, UX breakdowns, and system constraints.

01 MINIMIZE COGNITIVE LOAD

Interfaces must reduce mental effort, avoid unnecessary steps, and highlight what matters most.

Recognition Rather than Recall, Minimalist Design

02 OPTIMIZE VISUAL HIERARCHY

Layouts must minimize interactions especially scrolling, group related elements visually, and support quick scanning.

Visibility of System Status, Minimalist

03 SUPPORT CONTEXT-AWARE CONTENT AND INTERACTION

Interfaces should adapt to the user's task, showing only relevant information and controls.

User Control, Match Real World

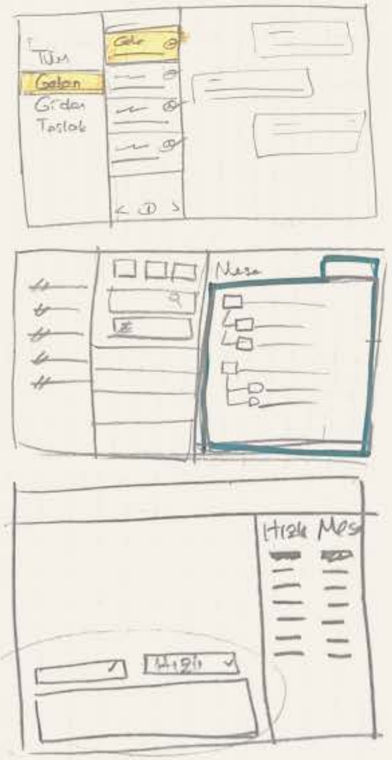
04 ENSURE FEEDBACK CLARITY

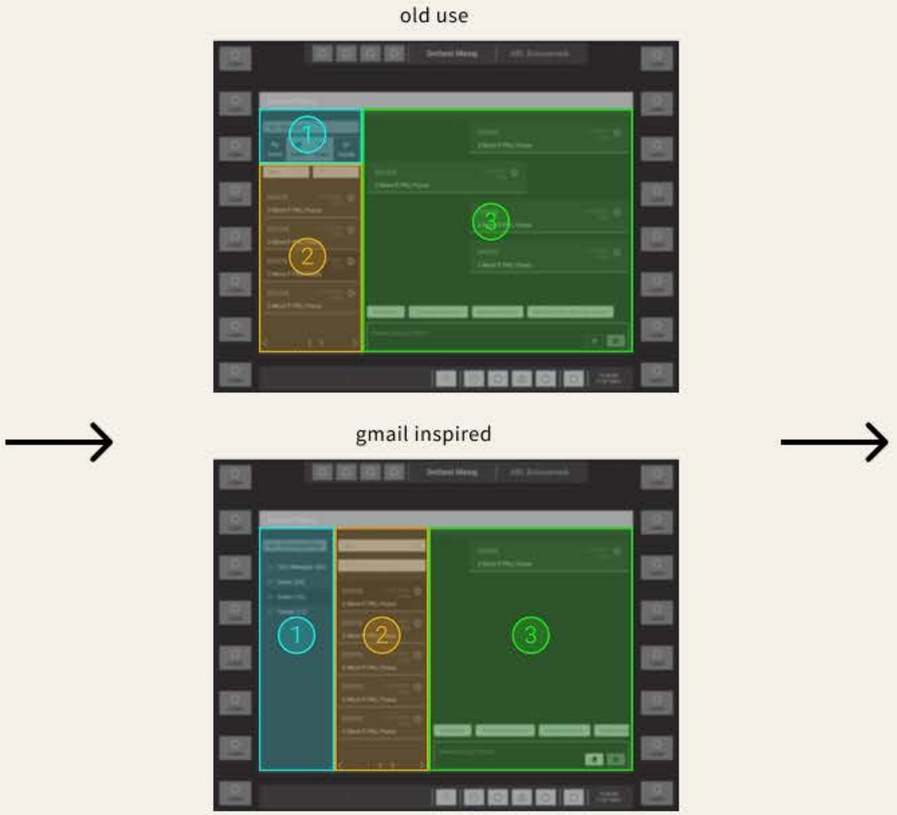
Every user action must result in clear, timely feedback. Users must instantly know what was triggered, saved, or completed.

Feedback & Error Prevention

Initial Concept

I created lo-fi wireframes of the existing message screen and a Gmail-inspired version, then manually tested component sizes on devices.



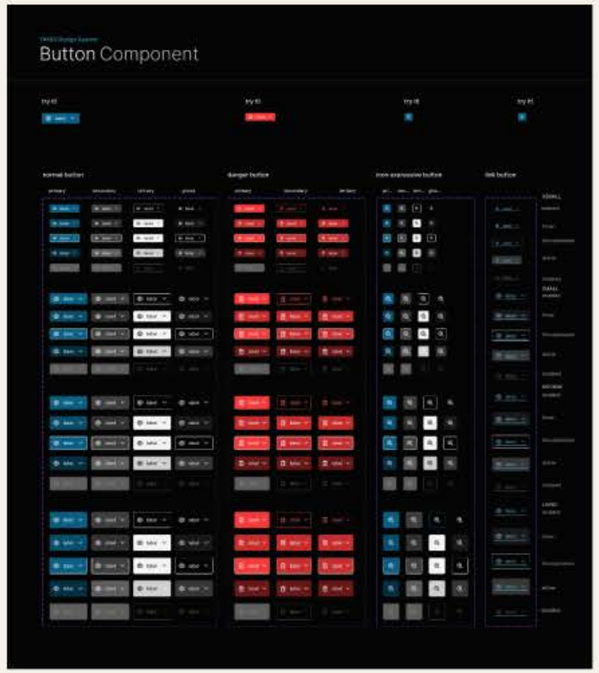


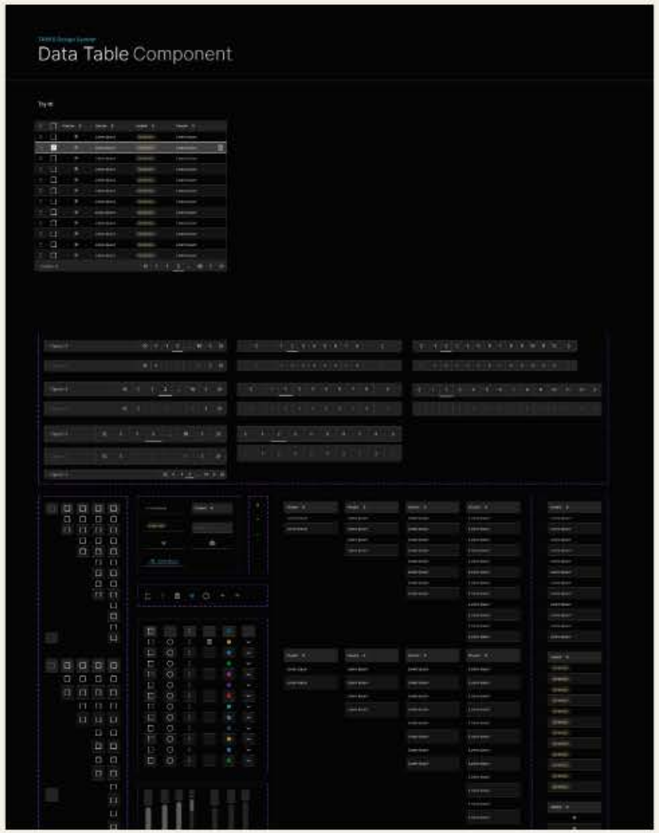
"1- Categories", "2-Message List", "3-Message Content"

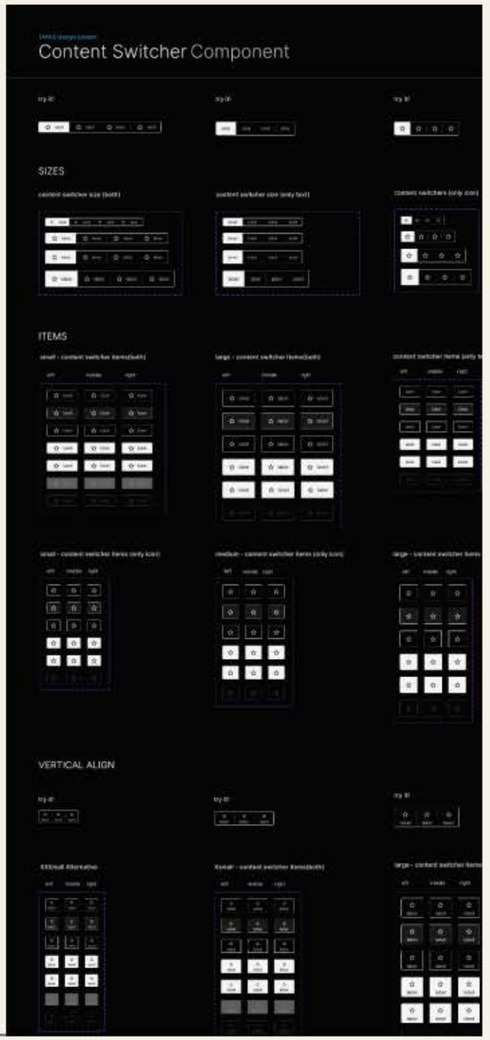
Note: The hi-fi designs of this module were further developed by my teammate Buse Bilger.

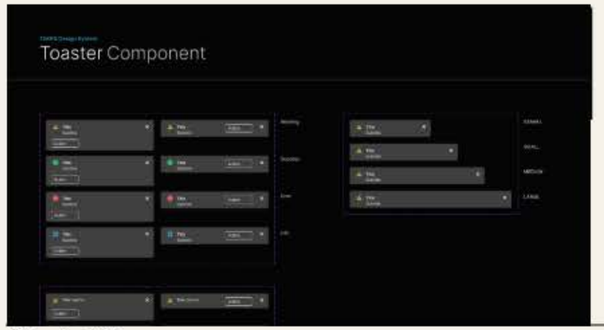
UI Library

The goal was to build a seamless design system, flexible enough to adapt to evolving project needs. Future steps included scaling it across devices, ensuring usability in different contexts, and preparing for extensions like light mode.





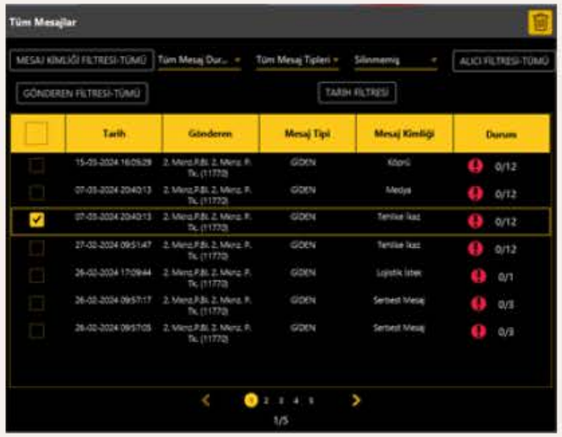




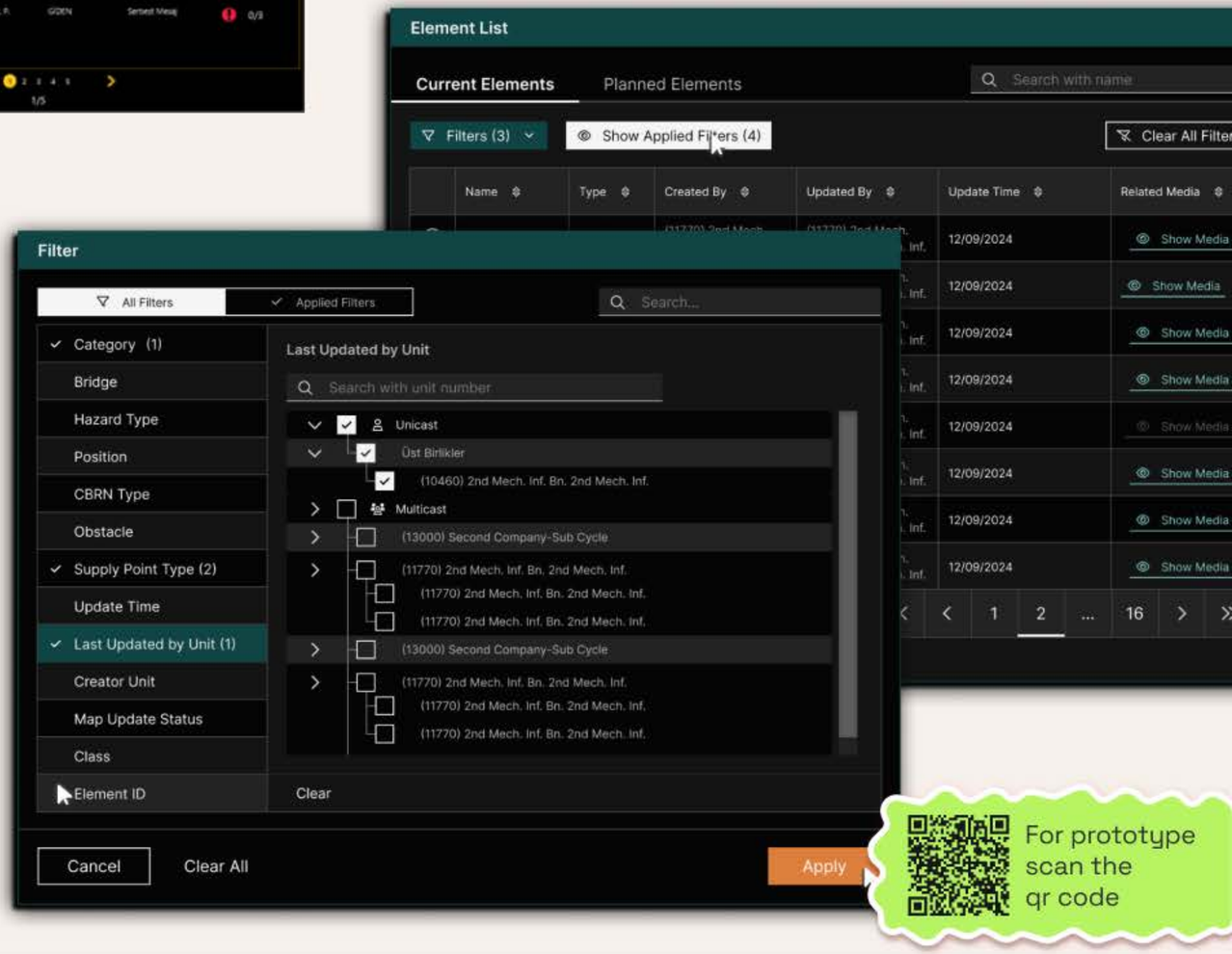
Advance Filtering

The previous filter structure was overloaded, making it difficult for users to locate and apply the filters they needed.

- **Organized all filter options** into clearly labeled categories for better scannability and logical grouping.
- Added a content switcher within the filter modal to **toggle between “All Filters” and “Applied Filters,”** giving users more control and visibility.
- Introduced a **“Show Applied Filters”** button beside the main filter control, enabling quick access to active filters without reopening the modal.
- Implemented a global **“Clear All Filters”** action, along with **contextual “Clear”** options within each category to remove specific selections.
- **Provided visual confirmation by marking categories with active filters** using a checkmark, helping users avoid unnecessary navigation.



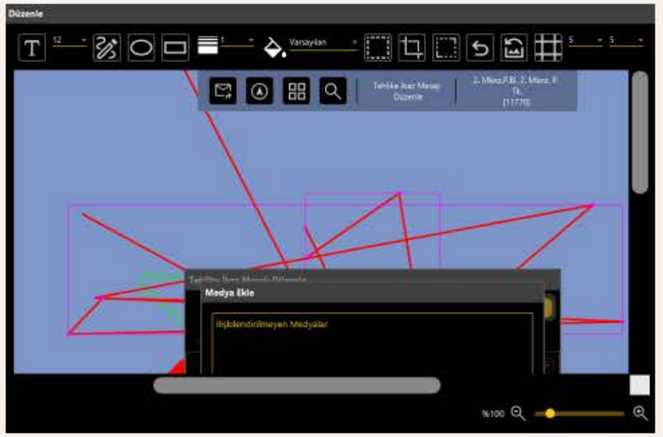
old design
to new one



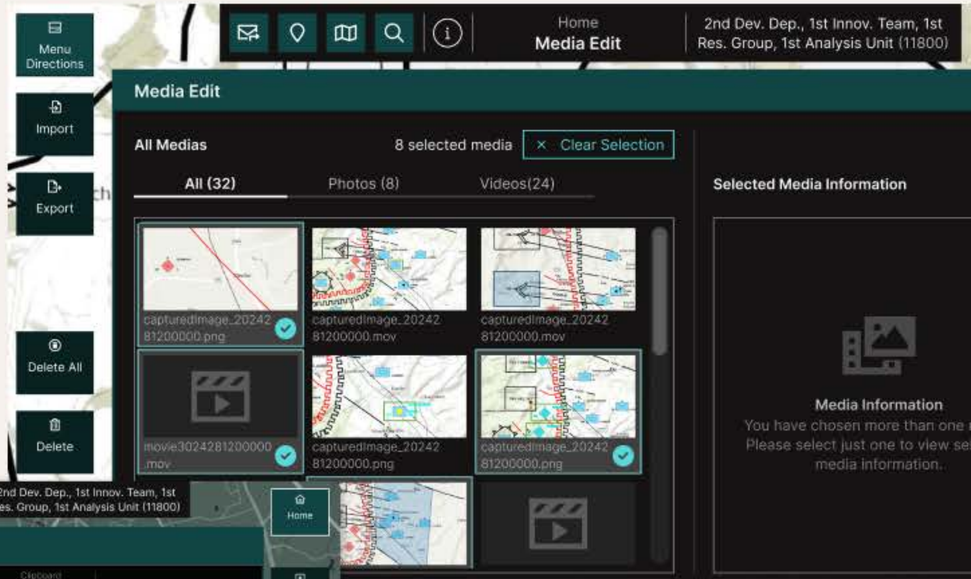
Media Editing

The media-related workflows had overlapping names and unclear scopes (e.g. “Media Edit,” “Media Editing,” “Media Link”), making it difficult for users to understand what each function did.

- **Standardized terminology**, improved UX writing and reducing confusion.
- **Redesigned the layout** to display all system media with better hierarchy and filtering.
- **Added bulk selection tools**, allowing users to clear multiple selections at once and view total selected media.
- **Added tooltips** for touch devices to enhance editing features.
- **Separated styling options by tool type** (grid, shape, drawing, text) for contextual clarity.
- **Mapped legacy behaviors** like grid toggles and cropping logic to reduce friction and avoid retraining.



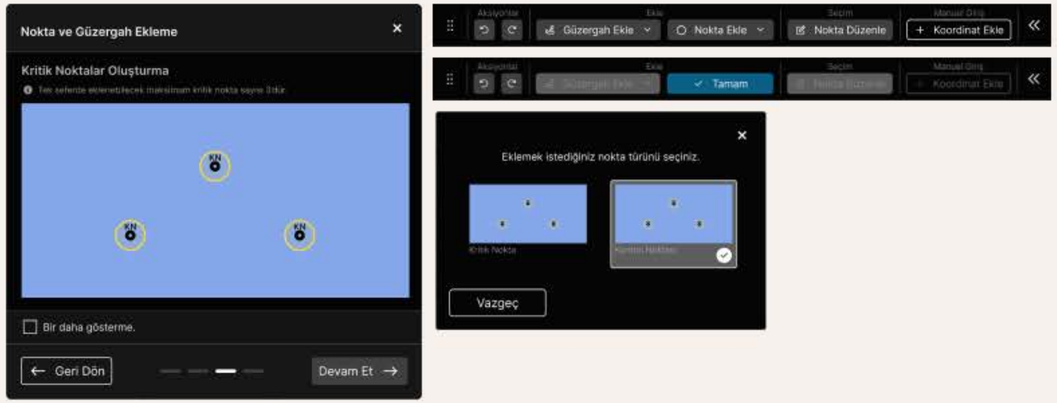
old design
to new one

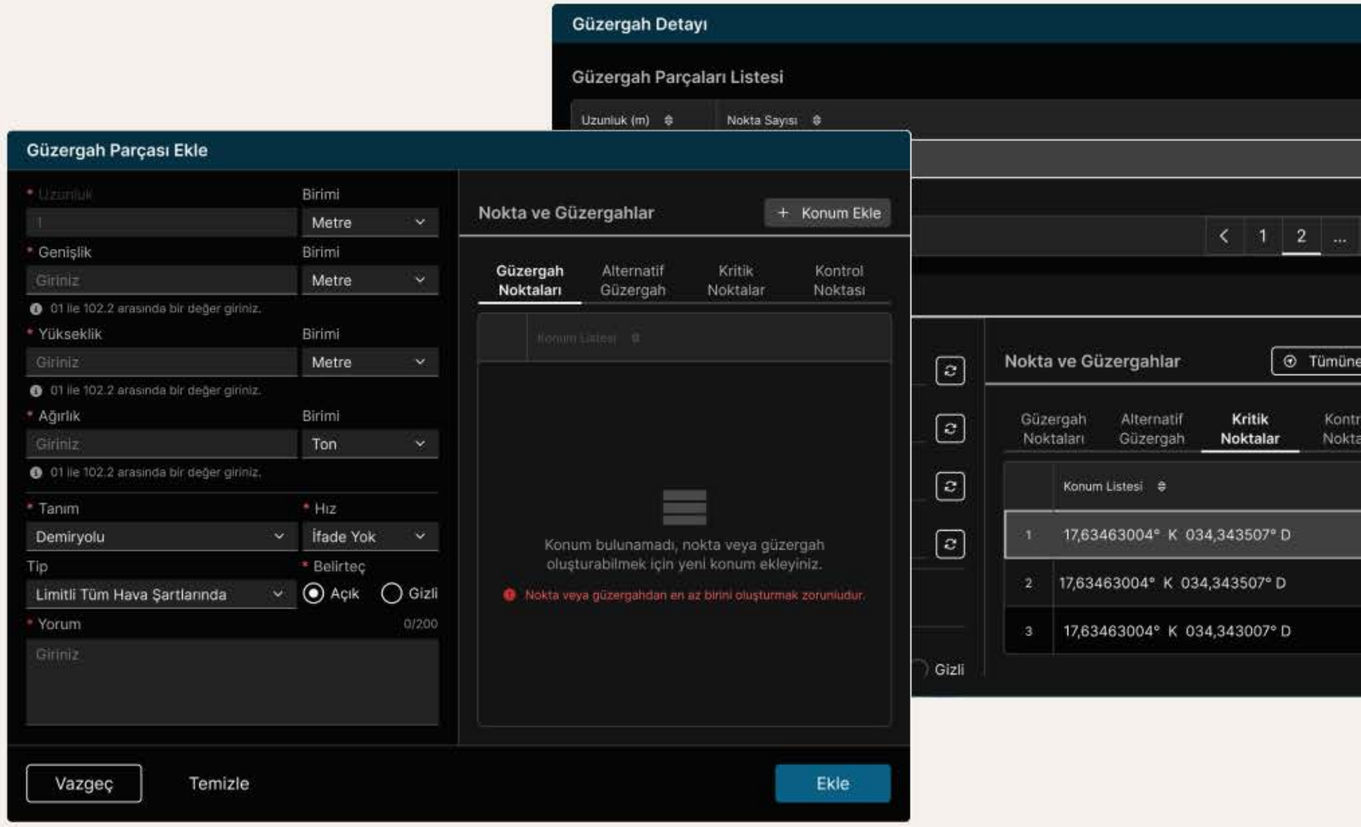


Route Drawing on Map

The previous interface for creating routes and adding points was fragmented and hard to follow.
Users couldn't understand how to draw or add new items — actions were scattered across the bezel, tools lacked clarity, and there was no onboarding or contextual guidance.

- **Created step-by-step onboarding** for route and point creation to guide first-time users.
- **Displayed maximum point limits** and input constraints directly on the screen for better user awareness.
- **Grouped all drawing-related tools** (add, select, edit, manual entry) into a unified toolbar with clear labels, replacing bezel placement.
- **Clarified tool functions** by combining similar actions under one name, then asking users to select specific sub-actions from a menu.
- **Redesigned layout of route segments**, enabling users to view and manage added parts easily.
- **Added contextual tabs** (e.g. "Route Points", "Critical Points") and added shortcut to point editing on map within a structured interface.





Note: This page uses the new design style of the project while other pages uses the one that I created.

Route Information

In previous versions, the speedometer lacked clarity. There was also no clear link between the route information and live speed data.

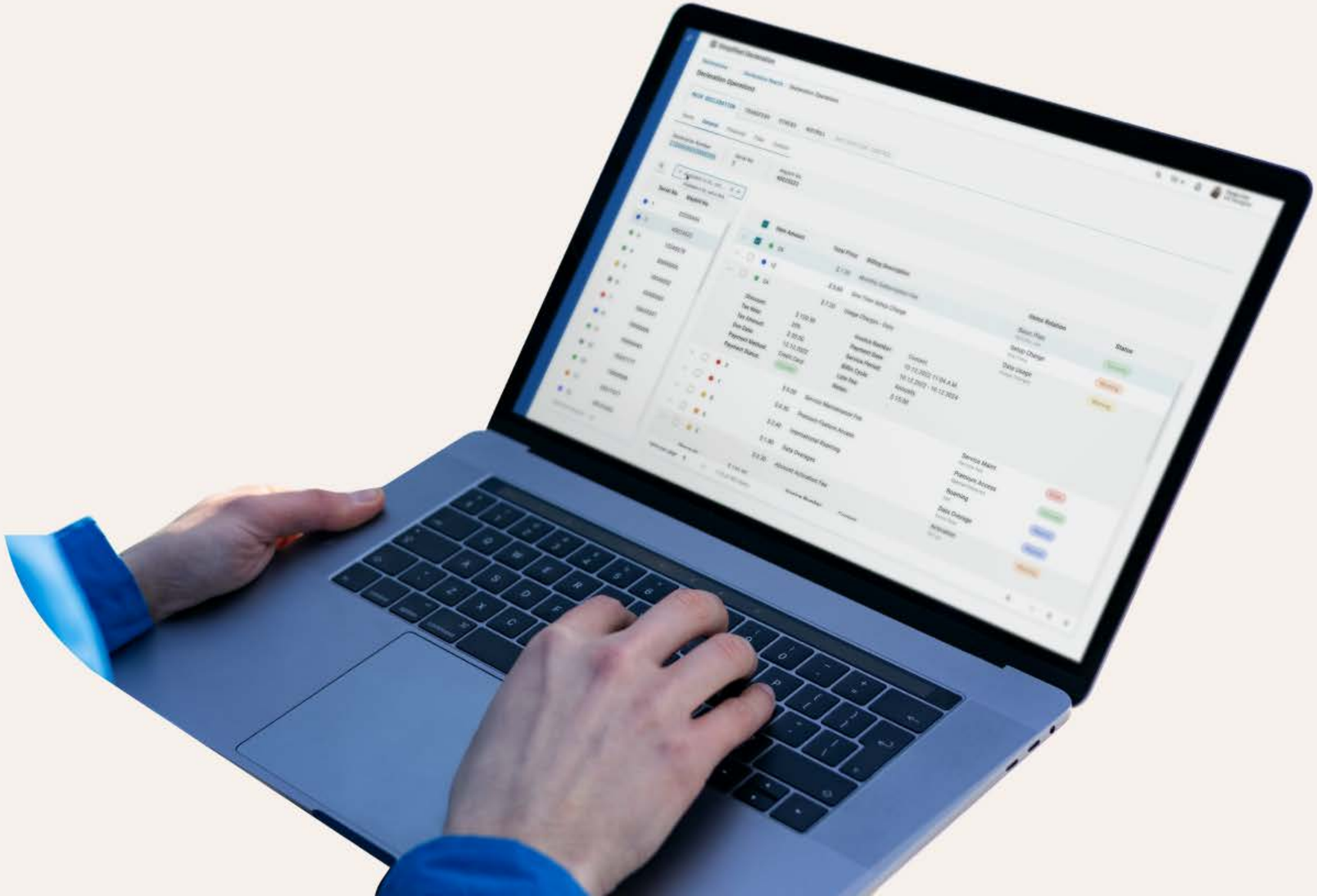
- **Clarified speedometer behavior**, aligning it with active tabs and making the data source visible through layout improvements.
- Introduced a **live route indicator**, which was missing in the original screen.
- Designed a path preview layer to **display all map points along the route,** with visibility for:
  - The current position
  - The next stop (per route type)
  - Warnings for route deviation
- **Added compact design elements** to allow the map view to be minimized or collapsed on user request — based on client feedback.
- **Enhanced the speedometer** display with small UX improvements, adding the exact data labels the client requested for clarity.

For prototype scan the qr code

BILGE

It is a digital customs management system designed to simplify complex procedures, enabling users to prepare, track, and manage customs documents in real time through a clear and intuitive interface.

Company	MiLSOFT
Client	REPUBLIC OF TURKEY MINISTRY OF TRADE
Role	UX/UI Designer
Length	11 months
Team	Worked with System Test Engineers, Software Engineers and Clients
Year	2023

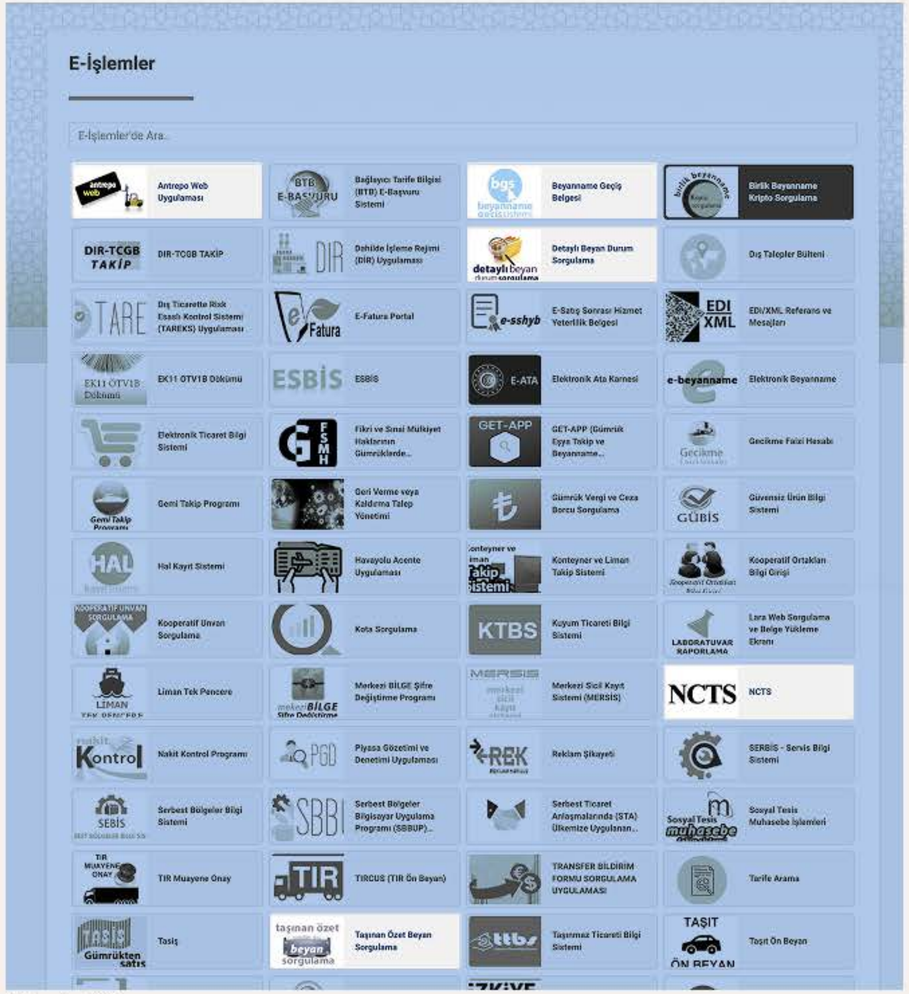


HOW MIGHT WE
redesign the customs interface to help users manage processes in real time with clarity, while **reducing errors, repetition, and cognitive load**?

Customs procedures involve multiple documents, actors, and complex workflows, making the process time-consuming and error-prone for users. While the BİLGE system aims to digitize and streamline these operations, the current design still presents challenges such as **cluttered screens, unintuitive flows, and repetitive tasks**.

As a result, users struggle to efficiently prepare, track, and manage customs documents, leading to inefficiencies and increased risk of mistakes.

Project Scope



CONTEXT

BİLGE is a **collection of interconnected modules**, covering every stage of customs procedures — from declarations to transit tracking, warehouse management, and taxation.

MY ROLE

When I joined, the project was already in progress: the scope and plans were defined, but many design decisions were missing or shared only verbally.
My role was to **move forward with my designs based on this fragmented knowledge.**

KEY CONTRIBUTIONS

- **Designed 300+ screens for high- and medium-priority modules**, including the critical **Summary and Detailed Declarations**. Simplified deeply nested flows and input-heavy screens to improve clarity and efficiency.
- **Documented and standardized design decisions,** ensuring consistency, smoother handovers, and continuity in a team with high turnover.
- **Collaborated with clients and engineers** to balance usability with strict legal and technical needs.

Persona

“Needs a simpler, faster system that reduces repetition while respecting learned workflows.”

INTUITIVE

CONSISTENT

EFFICIENT

WHO IS

Age: 20-35
Sex: Male
Education: High School Diploma
Job Role: Customs Officer

WHAT THE ROLE IS

- Checking & verifying documents
- Managing import/export processes
- Ensuring compliance with customs regulations
- Creating new declarations

WHAT MAKES THIS EVEN HARDER

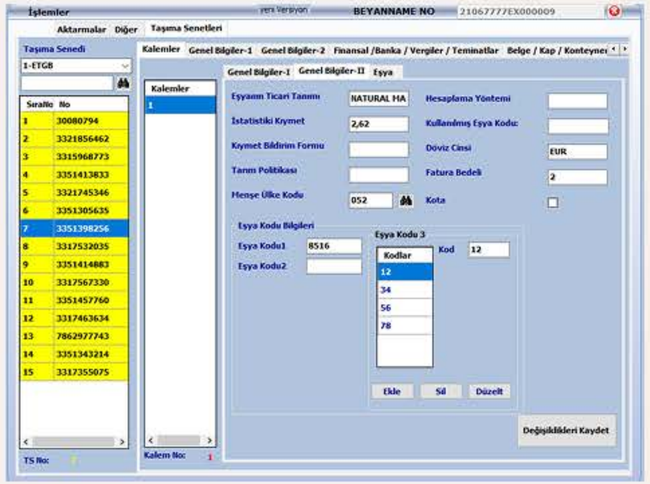
- **Slow, complex, unintuitive systems**
- **Repetition** across workflows
- **Adapting to new systems takes time**
- **Resistance to change** due to memorized flows

Design Transformation

"As a junior designer, I often had to defend designs I hadn't created, without full context, in front of multiple clients in politically sensitive settings. Over time, I recognized fundamental flaws that couldn't be fixed due to project constraints, **so I started a personal redesign to explore better solutions and strengthen my skills.**"

OLD DESIGNS

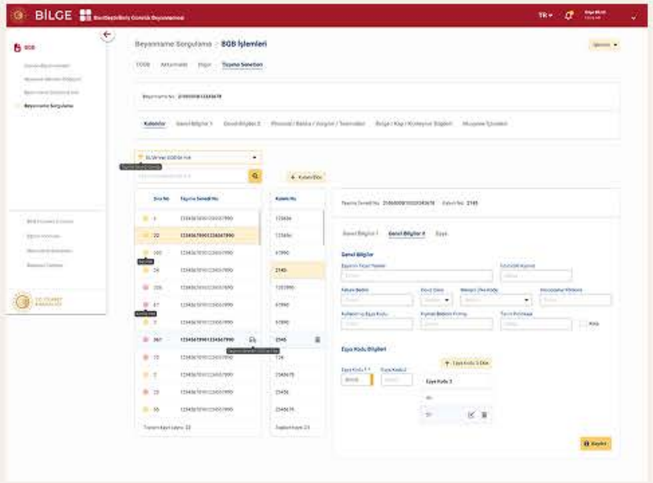
"Overloaded with colors and nested tabs, making flows hard to follow. UX writing was minimal and not supportive."



developed in 1998

NEW DESIGN

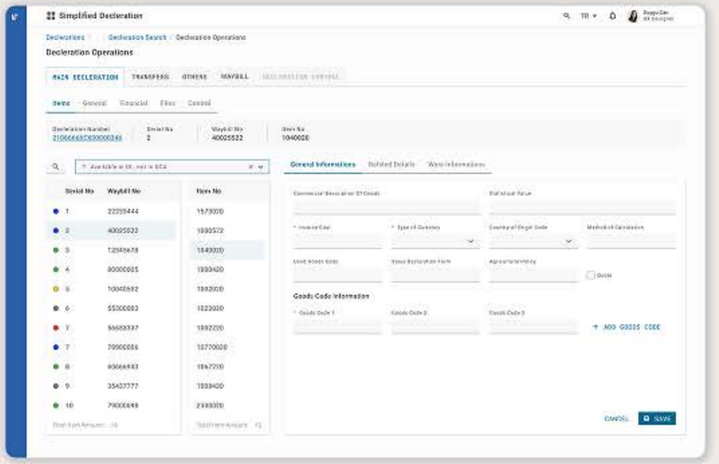
"Improved visuals but still limited by strict rules and tight deadlines, leading to minimum-effort solutions."



phase started in 2022

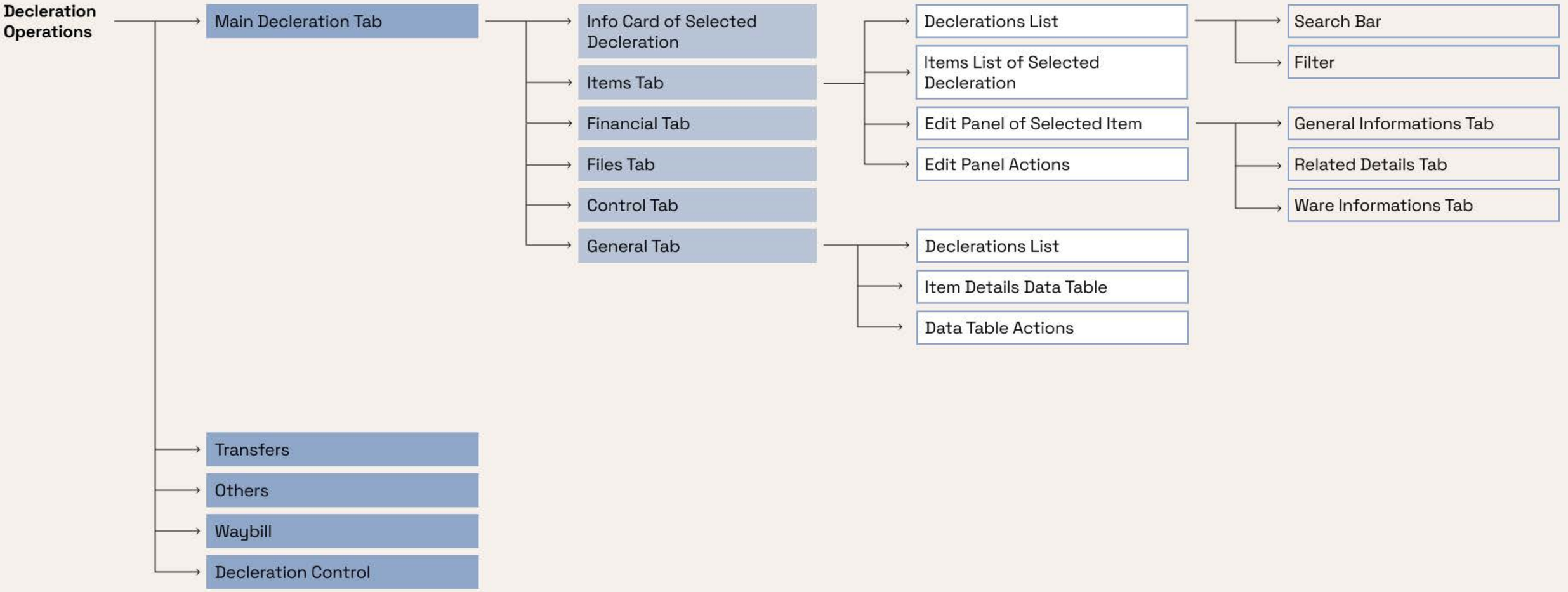
REDESIGN BY ME

"My exploration of how the system could look without constraints — **clearer flows, reduced visual noise, and more supportive UX writing.**"



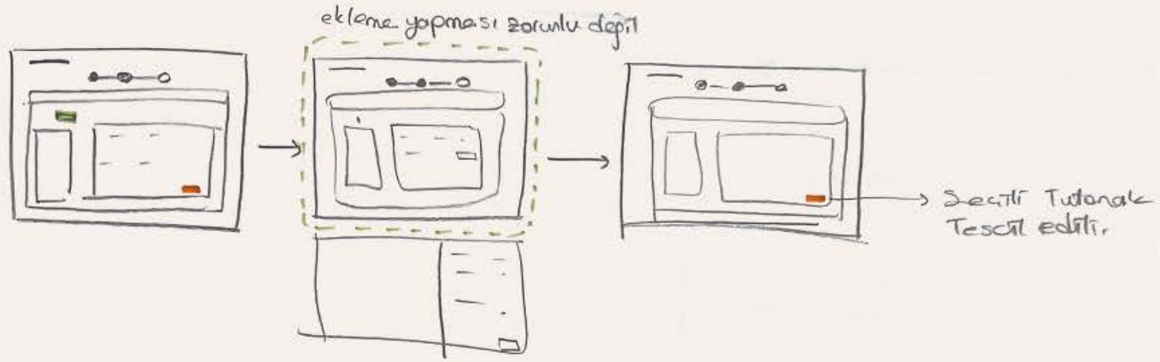
redesigned personally in 2023

Information Architecture

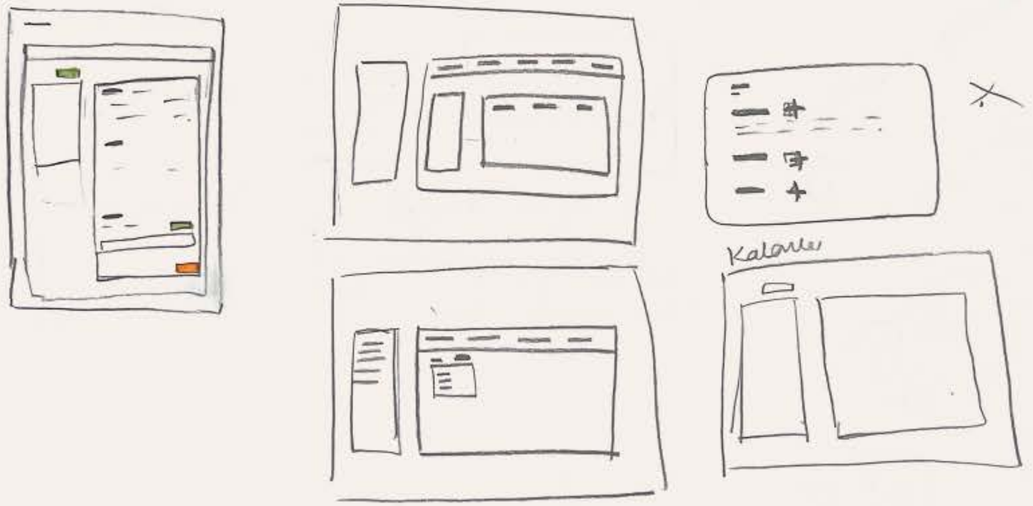


Sketches

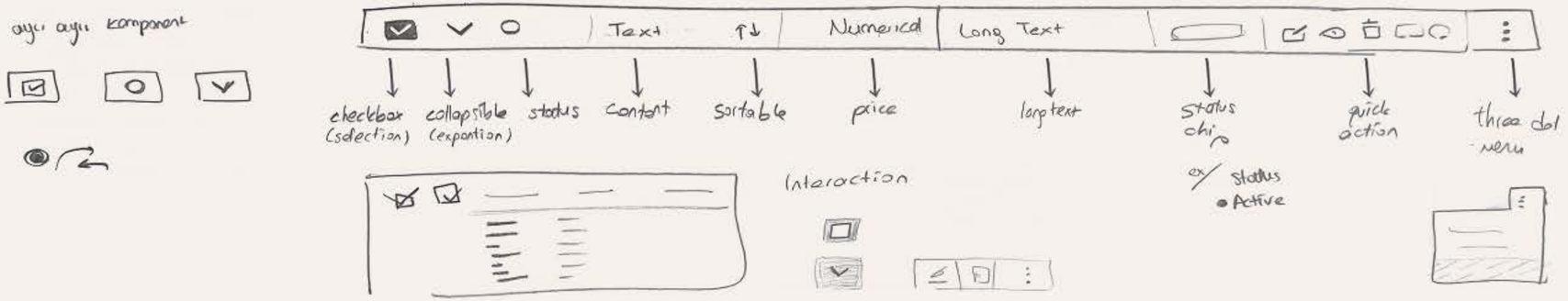
Layout Exploration of Progress Steps



Exploration of the Structure, Tab Inside Tab

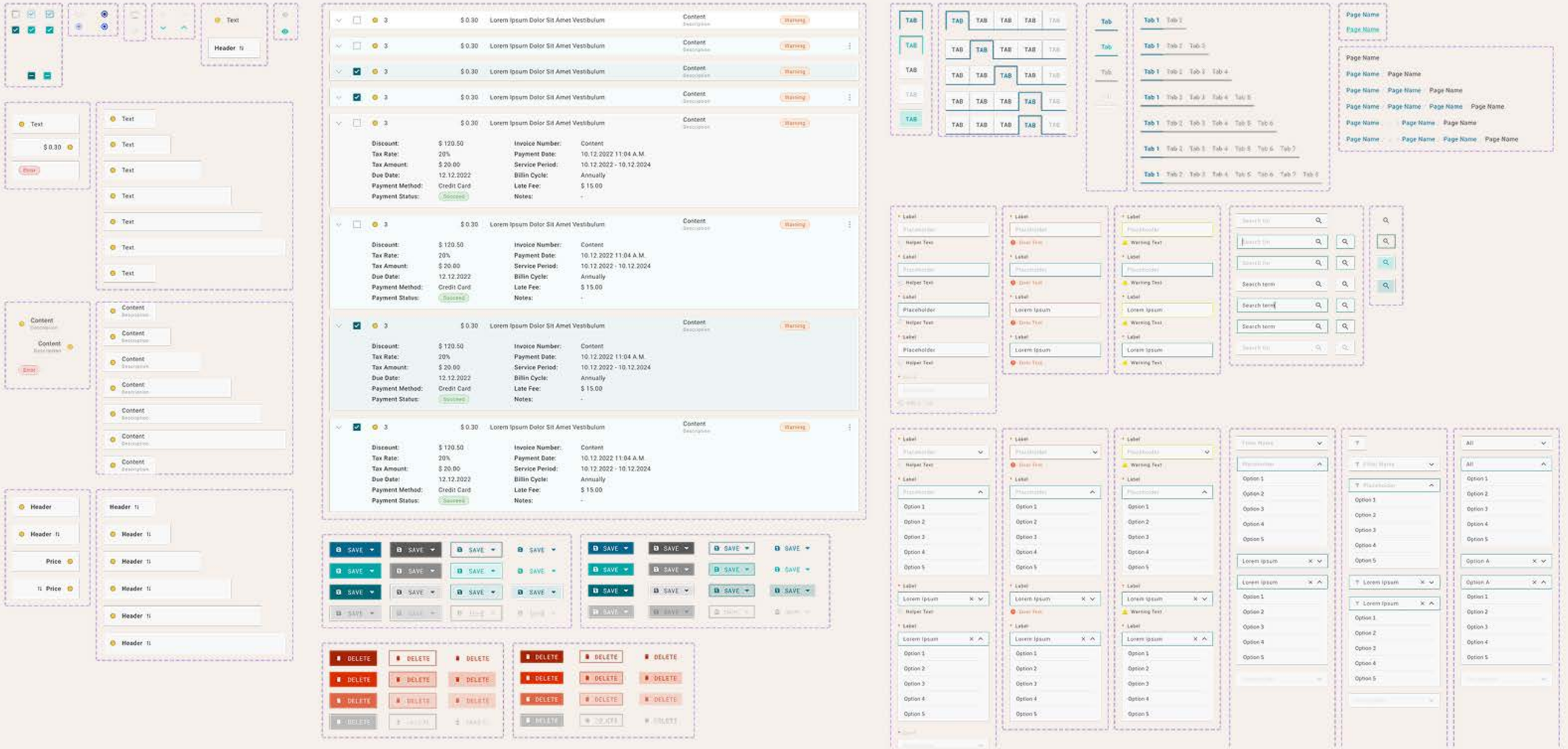


Exploration of Data Table Raw



UI Library

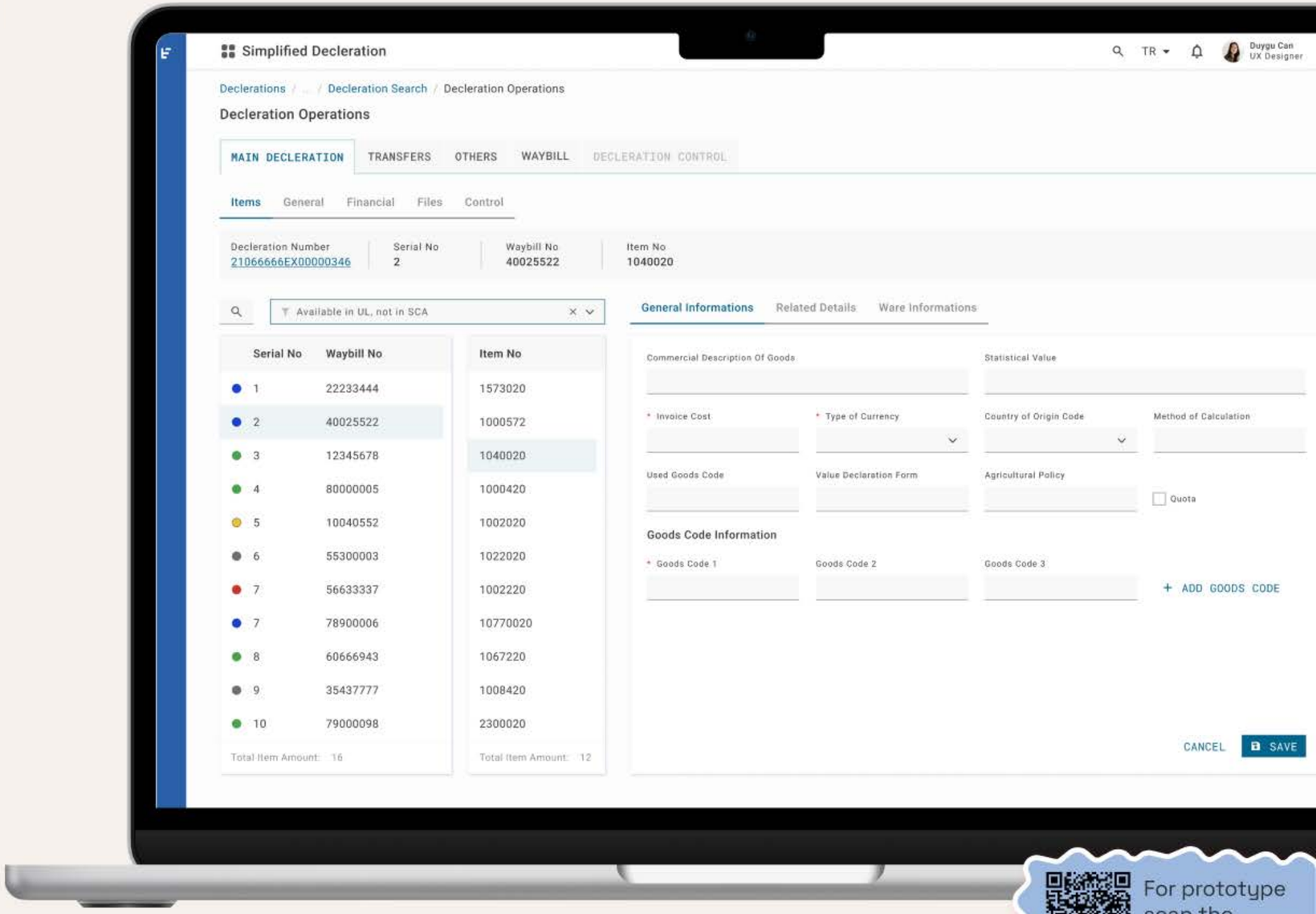
My first design system, created from scratch to deepen my knowledge of Figma and explore atomic design principles. I referenced the Carbon Design System as a guide and built this library for use in interactive prototypes.



Form Design

The declaration workflows had unclear hierarchy and navigation flow, making it difficult for users to know where to start, which item they were editing, and how to move between levels.

- **Introduced primary vs. secondary tab hierarchy**, clarifying navigation and reducing errors.
- **Applied visual grouping & styling**, improving readability and making hierarchy more explicit.
- **Added an information card**, so users always know which declaration they are working on.
- **Implemented a dynamic search & filter bar**, enabling quick navigation in long item lists while taking less space and grouping related options together.
- **Streamlined the item-based flow**, guiding users step by step (declaration → item → item details).
- **Improved spacing and alignment**, reducing visual noise and making forms easier to complete.

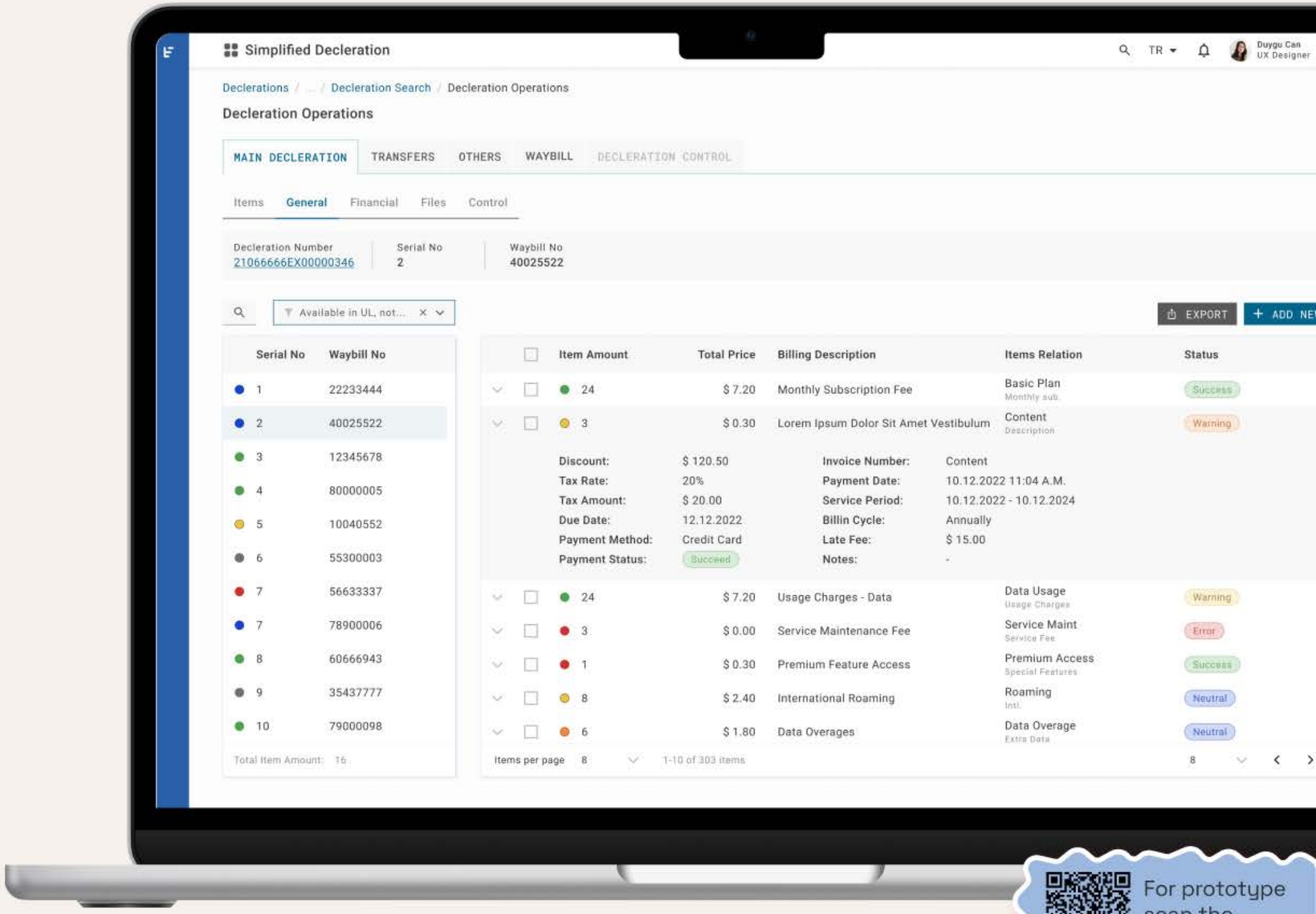


For prototype scan the qr code

Data Table

The general tab contained extensive declaration details that were hard to scan, with primary and secondary information mixed together. Users struggled to quickly compare items and access detailed data without losing context.

- **Kept the item list persistent,** ensuring continuity across tabs.
- **Moved key details into table columns,** enabling quick comparison.
- **Accordion for secondary details:** Moved less critical information inside an expandable accordion so reduced clutter while keeping details accessible.
- **Information grouping:** Clustered accordion content into logical groups → supported quick scanning and improved readability.



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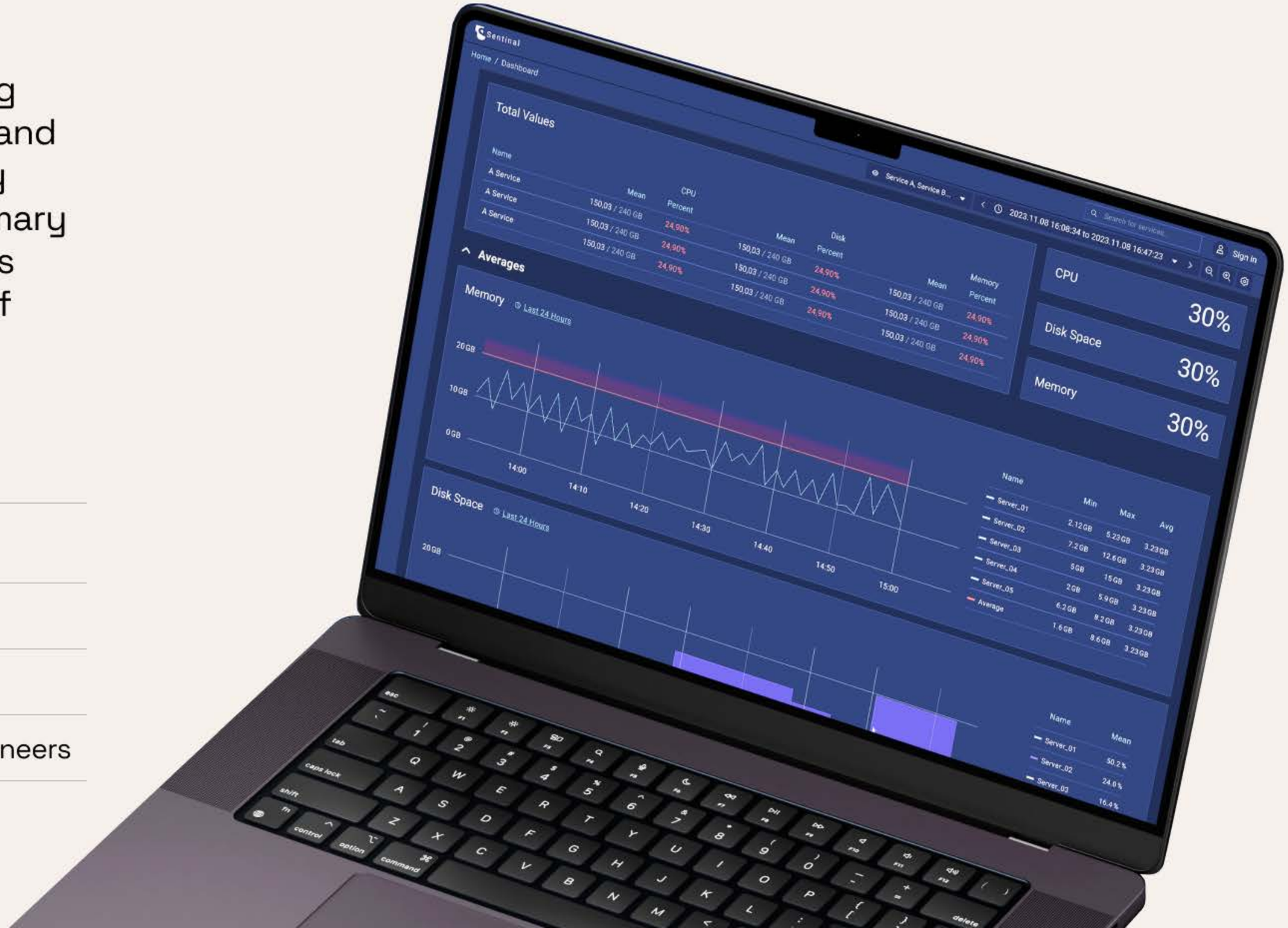
SENTINAL

This project, System Monitoring Dashboard, provides real-time and near real-time visibility into key infrastructure metrics. The primary goal was to enable quick status checks and detailed analysis of some key metrics across all monitored machines.

Company	MiISOFT
Client	TURKUAZ NEW ARCHITECTURE
Role	UX/UI Designer
Length	3 months
Team	Worked with Software Engineers
Year	2023



HOW MIGHT WE
design a flexible and clear monitoring dashboard that allow operators to **quickly identify, compare,** and **analyze** critical **metrics across multiple servers**?

Operators monitoring infrastructure need to track CPU, disk space, and memory in real time across many PCs and servers. Existing tools are often either highly specialized or broadly customizable.

This design takes the **specialized approach, offering clear, targeted views** for real-time monitoring and comparison without unnecessary complexity.

Project Scope & Initial Requirements

QUICK KPI OVERVIEW

"We want the **most critical metrics** — **CPU, disk space, and memory** — to be visible directly on the main dashboard. From this screen, users should also be able to navigate to a detail page to compare servers."

Key Design Questions:

→ Explore **the most effective chart types** for **tracking of real-time and historical tracking metrics**.

→ **Compare options** like stat panels, gauges, and time-series charts for clarity and quick interpretation.

COMPREHENSIVE LIST VIEW

"The main dashboard should include a complete list of all PCs and their associated servers, allowing users to see everything in one place."

Key Design Questions:

→ **Identify essential metrics** to display and **highlight priority data points.**

→ Define requirements for **fast data scanning** and how to achieve them.

→ Plan the selection process in the table and **smooth transition to the detail page.**

COMPARABLE DETAIL PAGE

"The detail page should allow multiple selected servers to be displayed together in charts for side-by-side metric comparison over time."

Key Design Questions:

→ **Research layout patterns** for comparative dashboards.

→ Search for **what information should be available** for selected servers.

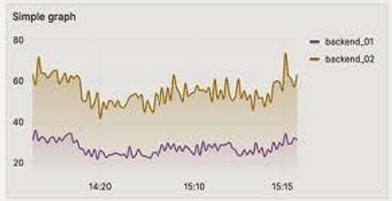
→ Explore ways to **visually differentiate trends, anomalies, and thresholds.**

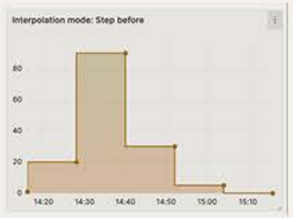
Desk Research

Grafana Prometheus kubernetes elastic

TIME-BASED VISUALIZATION

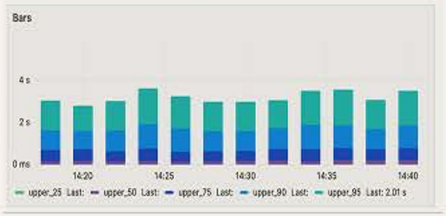
Track changes of one or more metrics **over a period of time.**
e.g. Line Chart, Time Series Bar Chart





CATEGORICAL COMPARISON

Compare discrete categories or groups.
e.g. Bar Chart, Grouped Bar Chart, Stacked Bar

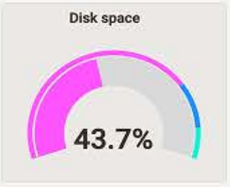


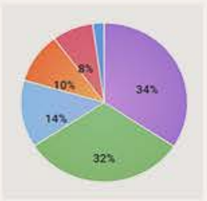
KEY METRIC DISPLAY

Highlight a single KPI or summary value.
e.g. Stat Panel

METRIC WITH CONTEXT

Show a **value in relation to thresholds**, min–max range, or percentage of completion.
e.g. Gauge Chart, Pie/Donut Chart



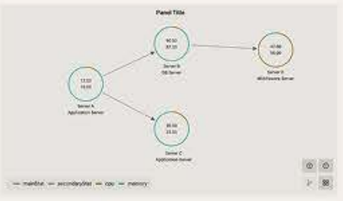


DETAILED DATA MONITORING

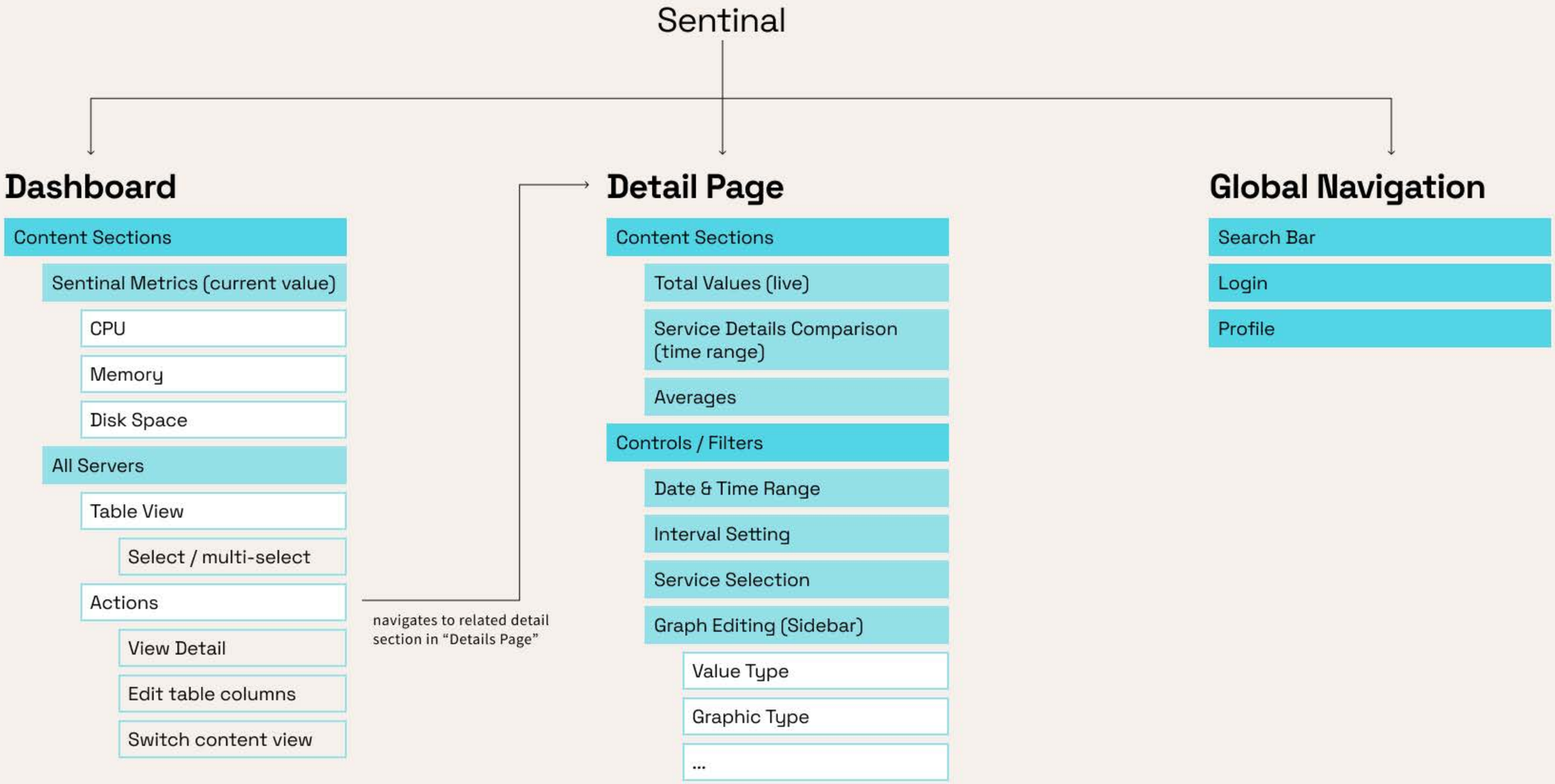
Present **multiple metrics** in a structured, **scannable format.**
e.g. Table with numeric values, status bars, or sparklines

STRUCTURE AND RELATIONSHIPS

Visualize hierarchy, composition, or connections between entities.
e.g. Tree Map, Node-Link Diagram

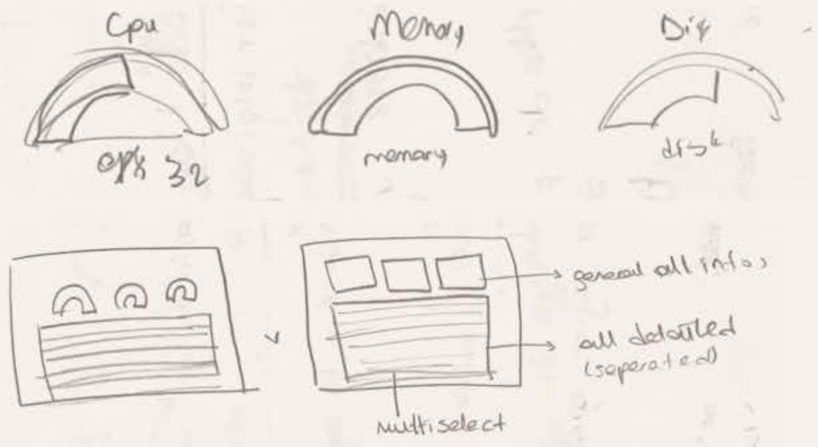


Information Architecture



Sketches

Dashboard Sections Layout Exploration



Detail Page Sections Content Exploration

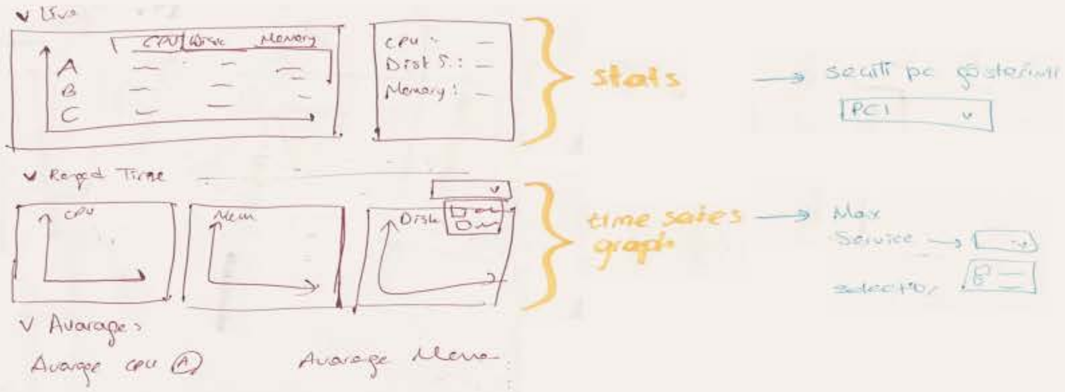
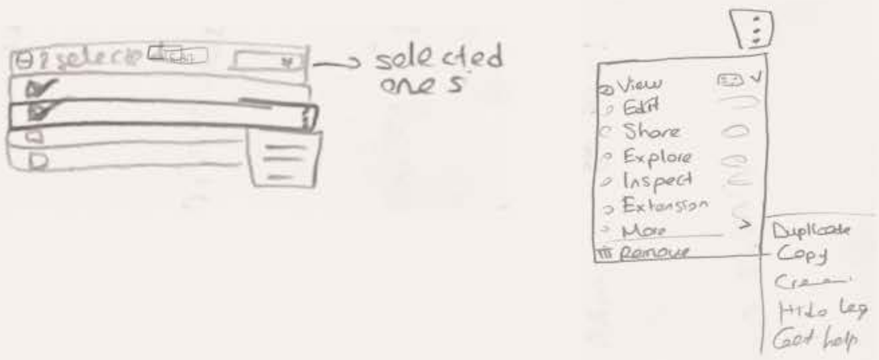
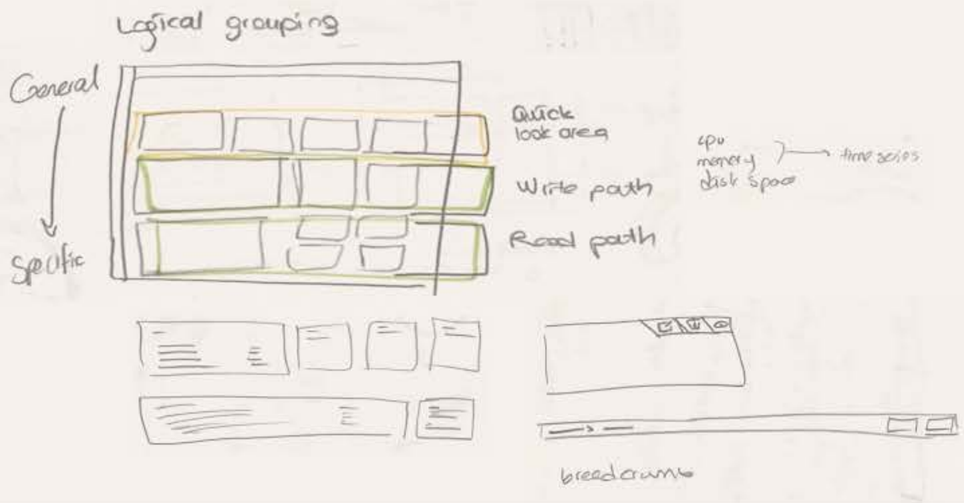


Table View Actions Exploration



Detail Page Layout Exploration



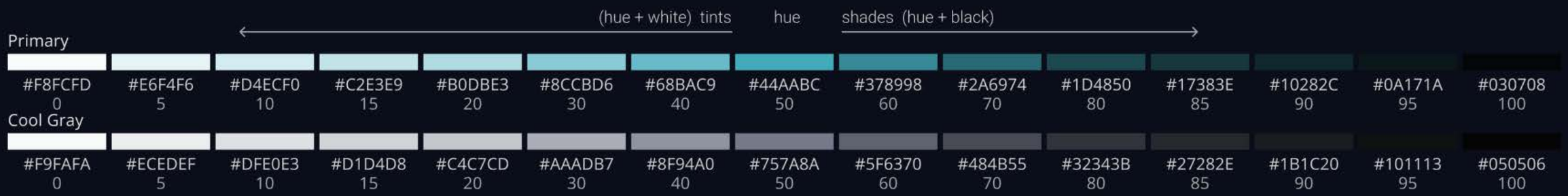
Style Guide

Explored color theory and developed a foundational design system independently

ROBOTO Font Family Aa

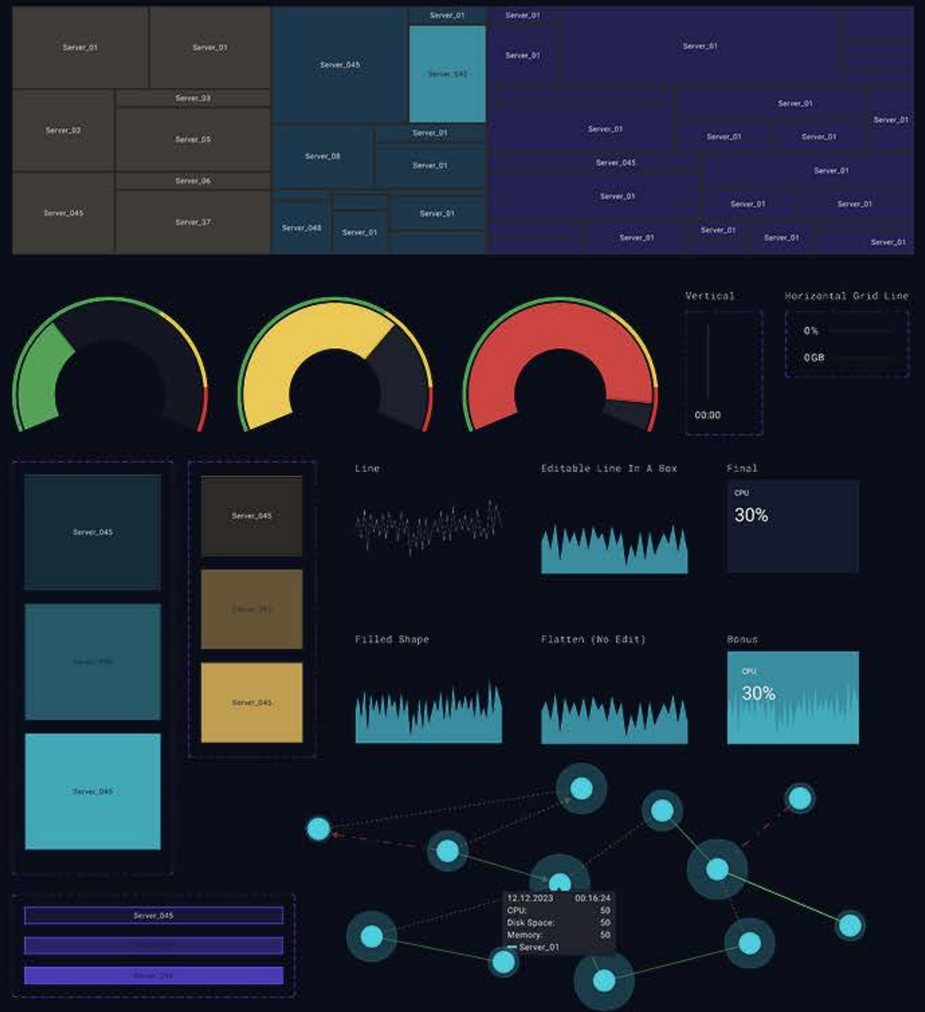
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Primary	Cool Gray	Accent Colors			State colors		
#44AaBC	#757A8A	#5D45DB	#44AABC	#EDC161	#CA3D3A	#EBC64F	#56A359



UI Library

Built on the earlier UI library I created, refining and extending it to fit specific project requirements.



Main Dashboard

The company requested a dashboard to monitor system health (CPU, Memory, Disk Space) with clear visualization and flexible layouts. I designed the following improvements:

- **Used gauge charts** for CPU, Memory, and Disk Space → provided a familiar, at-a-glance understanding of system health.
- **Introduced three panel size options** → allowed users to adapt the dashboard based on priorities and context.
- **Structured the server table with an accordion (family–child) format** → clarified relationships and showed both individual and aggregated values.
- **Integrated bar gauges into the table** → reduced reliance on text-heavy metrics and improved visual comparison.
- **Designed multi-selection actions** at the table level → enabled quick bulk operations and access to comparison details.
- **Added row-level quick actions** → let users view details, edit, and share without leaving context.

Main Dashboard

The dashboard also supports both structured and visual exploration of system metrics, making relationships and comparisons easier to interpret.

- **Provided a list view table** → ensured clarity in structured server data representation.
- **Introduced a node map graph** → made PC–server relationships more intuitive with scalable, free-move interactions.
- **Added a treemap visualization** → simplified comparison of CPU, Memory, and Disk Space across servers.
- **Enabled auto-display of metric data for all PCs** with filtering for focused analysis.
- **Used tooltips in treemap and node map views** → delivered details on demand without cluttering the main view.

For prototype scan the qr code

Detail Page

The company needed a detail view that bridges high-level status with server-level analysis, supports time-based exploration, and makes metric comparison clear.

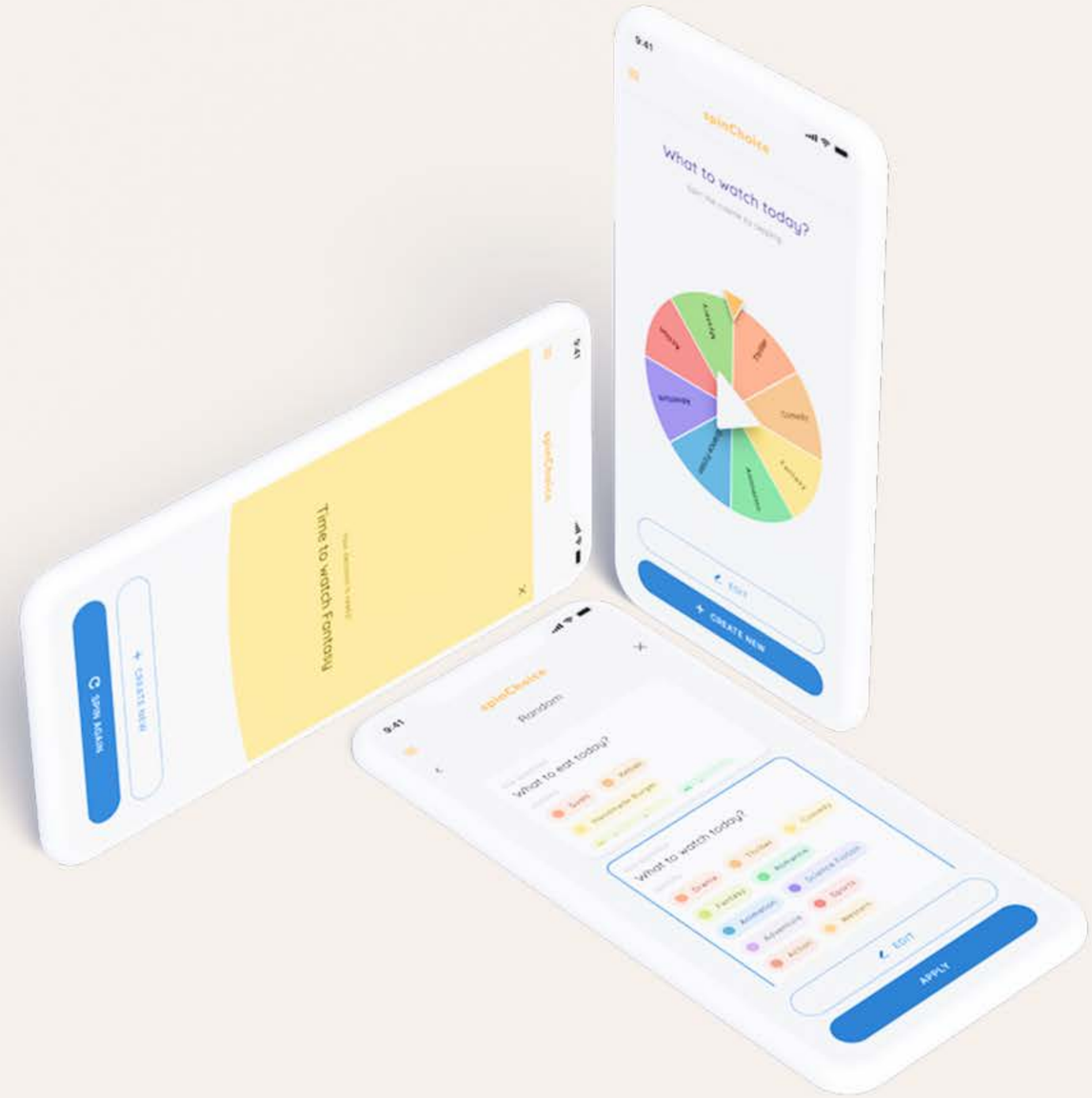
- **Structured the page into three sections — Total Values, Service Details, Averages** → creates a logical flow from overall to per-server to cross-server views.
- **Matched chart types to each metric** — Disk Space: stacked/area for storage trend; Memory: line for continuity & fluctuations; CPU: bar for proportional contribution.
- **Made charts editable per section** — allows switching visualization styles without leaving context.
- **Enabled server selection via dropdown** — updates all related charts dynamically.
- **Added a time-range filter** (hours/days/weeks) — supports context-specific analysis.
- **Defaulted to 10-minute intervals with adjustable granularity** — balances detail and readability.
- **Improved readability with highlights & legends** — emphasized maxima and clarified comparisons.

For prototype scan the qr code

SPINCHOICE

SpinChoice is a playful decision-making app that turns everyday choices into a fun, game-like experience. By spinning a colorful wheel, users can decide what to eat, watch, or do—making decisions quicker, easier, and more enjoyable.

Company	Personal
Client	-
Role	UX/UI Designer
Length	8 weeks
Team	Worked with Software Engineer
Year	2023



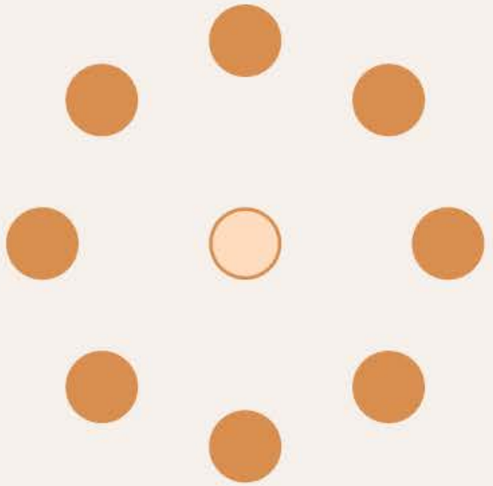
HOW MIGHT WE
make **everyday decision-making** faster and **more enjoyable** through play?

People often struggle with **decision fatigue** when faced with everyday choices such as what to eat, what to watch, or where to go. This indecisiveness can cause frustration, wasted time, and reduced enjoyment of simple activities.

Current tools for making decisions are either too serious or lack engagement, making the process feel like a chore. There is a need for a **playful, interactive, and accessible solution** that simplifies decision-making while making it more enjoyable.

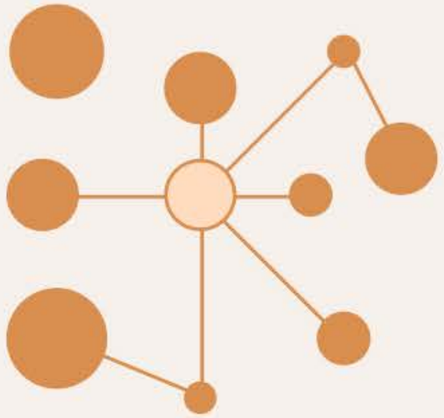
User Insights & Design Goals

person decision



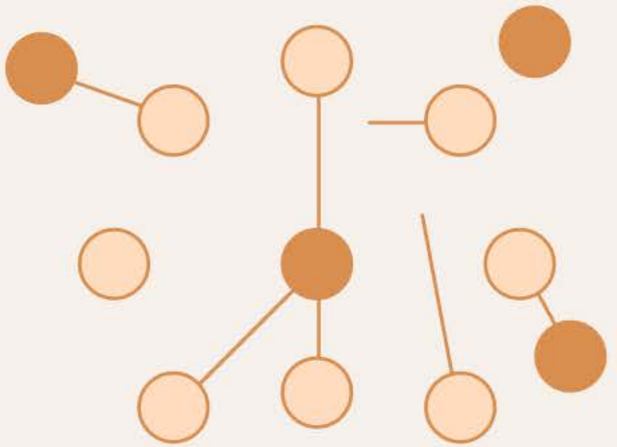
"Every option seems equally appealing"

→ don't have any idea, need **suggestions**



"So many possibilities, but my mind goes to the hardest one"

→ couldn't decide, need **randomness**



"Not everyone in the group wants the same"

→ struggle to unite, need a **decision-maker**

ENGAGING

ADAPTABLE

CUSTOMIZABLE

Benchmark

Spin the wheel

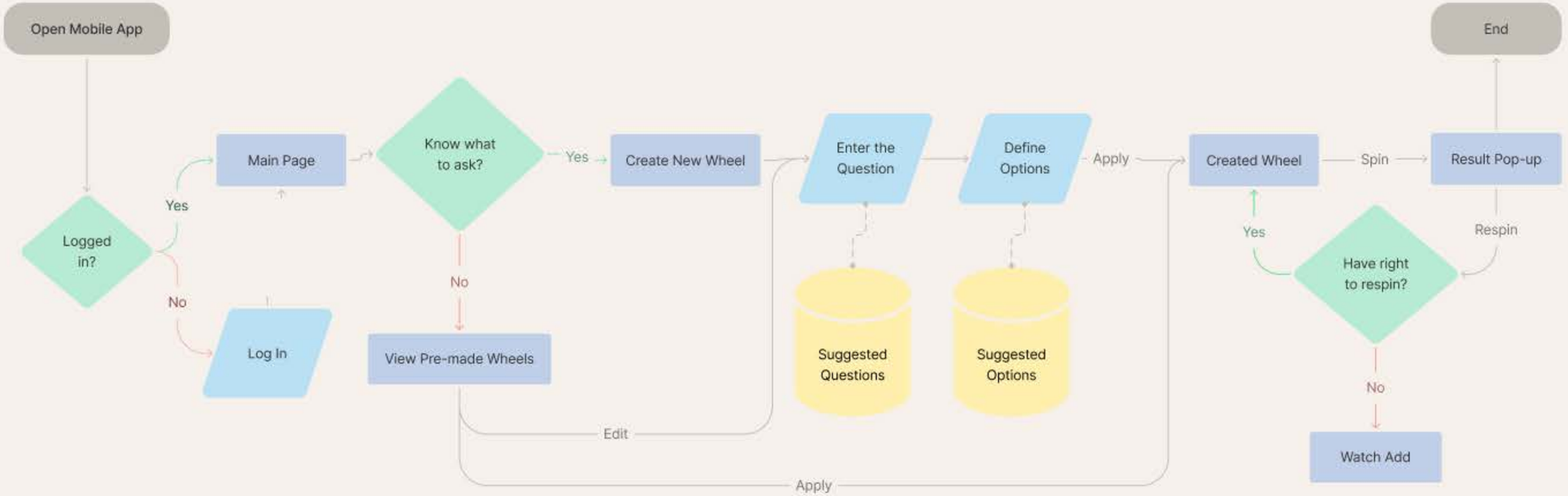
Decison Roulette: you choose!

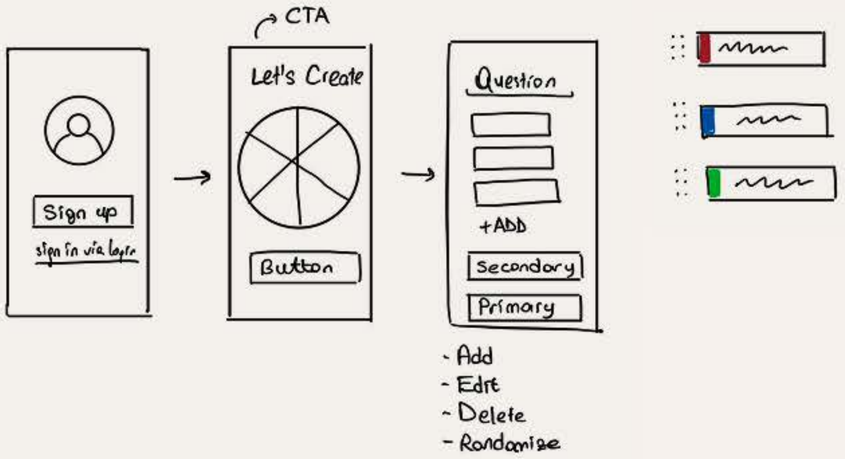
Spin Wheel Decisions

	UI	Start Page	Pre-mades	History	Creating	Favourites	Personalization	Settings	User Helping	Sorting	Color Change	Add Policy	App Review	Innovations

	good	average	fair	helpful
Spin the wheel	very detailed editing/creating pages start page with pre-ready wheels personalization on several features	game ui, not user-friendly updated color palettes options image adding	over-complicated features annoying rhytmic sounds online-chat option online wheel spinning too much ads	sorting among options fair mode daily lucky spin Editing mode of wheel slices able to change weight of options
Decison Roulette: you choose!	detailed editing/creating pages personalization on features	start page with empty wheel game ui, not user-friendly image adding	unnecessary and non-usable features too much ads	wheel themes deleting option after a spin
Spin Wheel Decisions	no ads good review	creating a basic wheel updated color palettes options image adding	very basic UI, not attractive, not useful unclear start page no personalization none premade wheels none of any innovations	

Flow & Sketches





Style Guide & UI Library

#FFA726
Primary

#1976D2
Secondary

#F8F8F8
Background

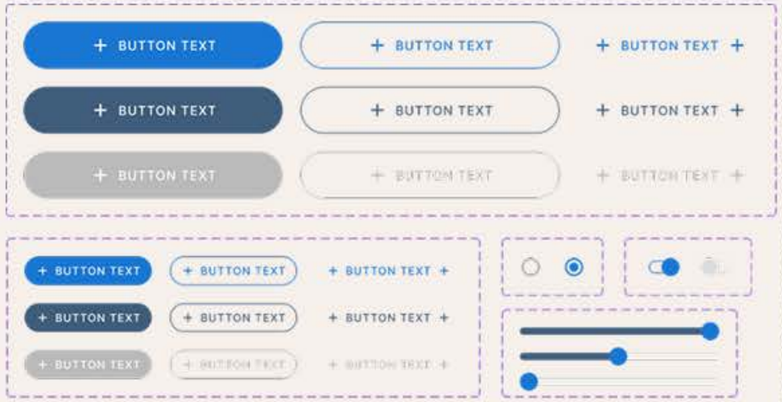
#544D80
Alternative Text

#333333
Dark Text

#FCFCFC
Light Text

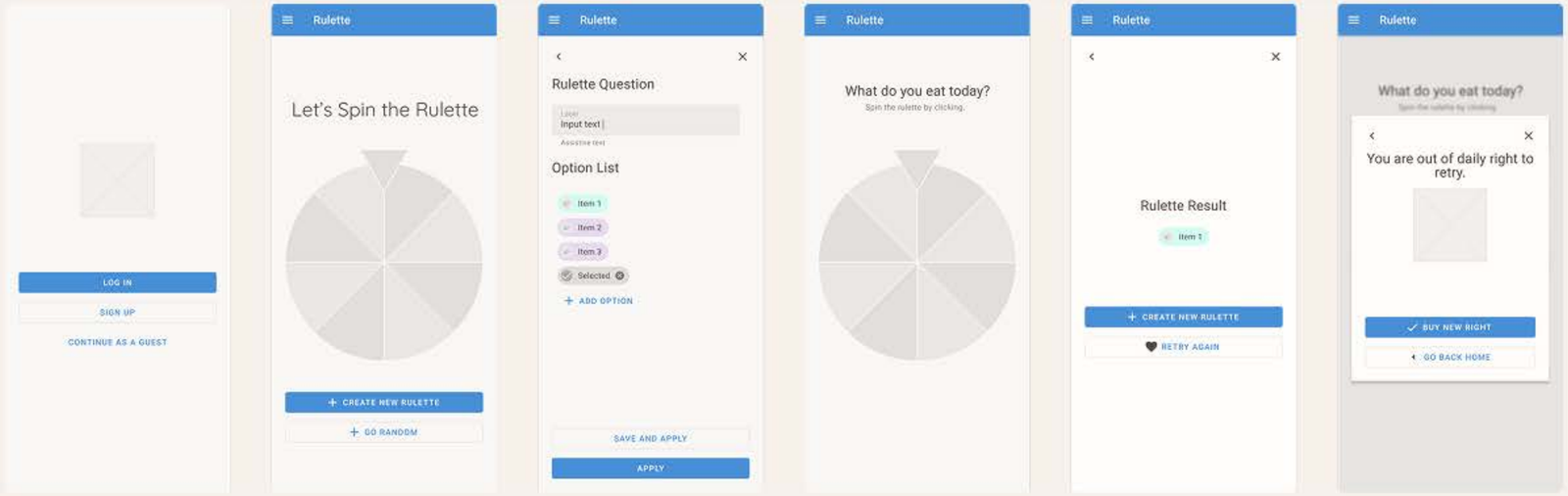
Scale	Typeface	Weight	Size	Letter Spacing
H1	Quicksand	SemiBold	24	0
H2	Quicksand	SemiBold	20	0
H3	Quicksand	SemiBold	18	0
H4	Quicksand	Medium	18	0
H5	Quicksand	Regular	16	0
BUTTON 1	Inter	Medium	14	0.5
BUTTON 2	Inter	Medium	12	0.5
Subtitle	Inter	Medium	12	0.5
Body	Inter	Regular	12	0.5

spinChoice
let the wheel decide

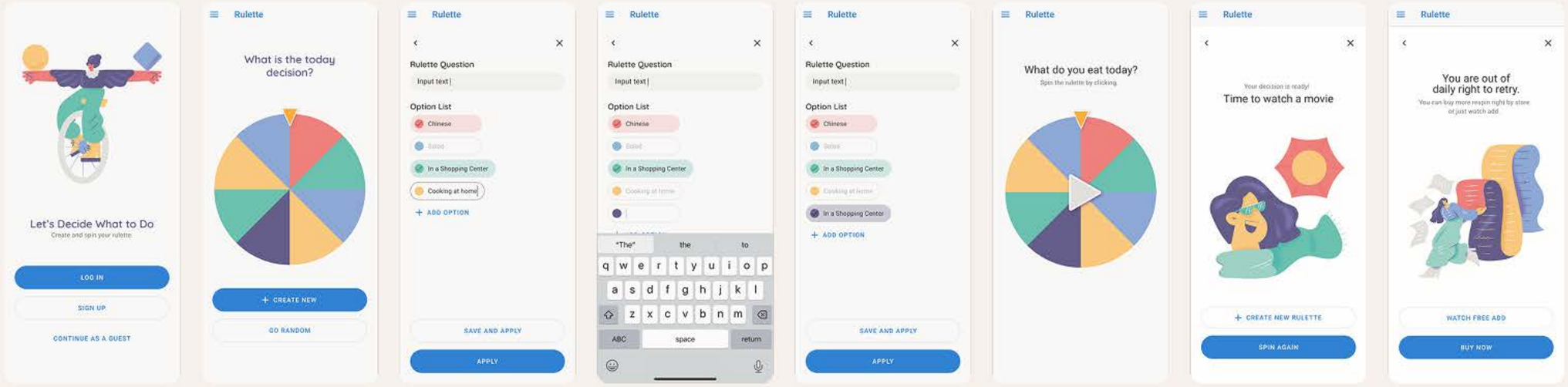


Mid-Fi Wireframes

Created easily with design kit by Material Design



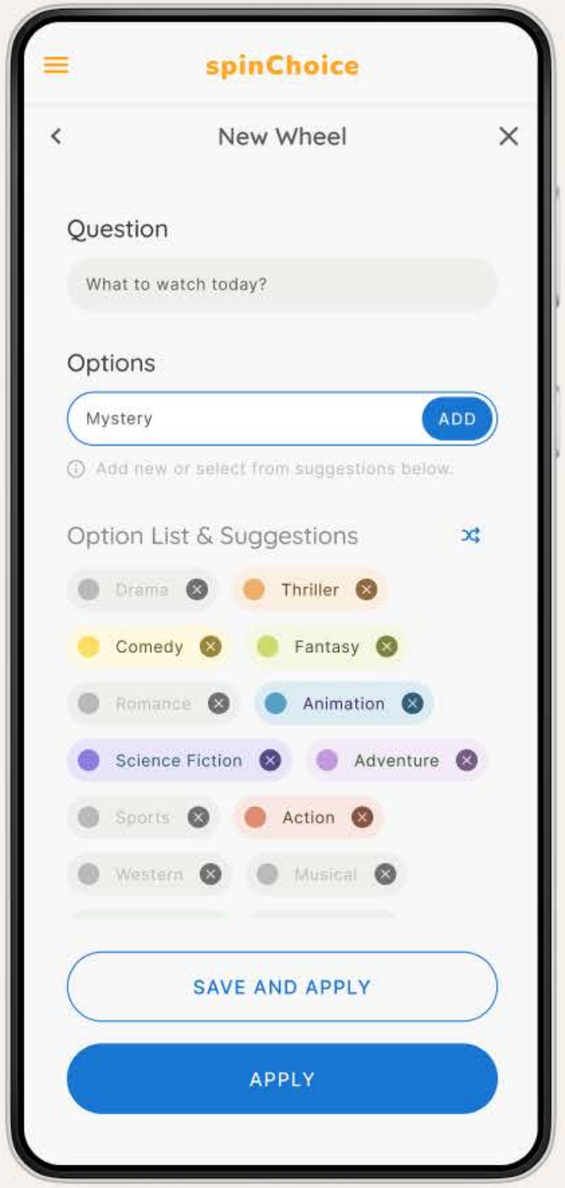
Searched the ways to **increase engagement with illustrations,** created design system, used new components



New Wheel

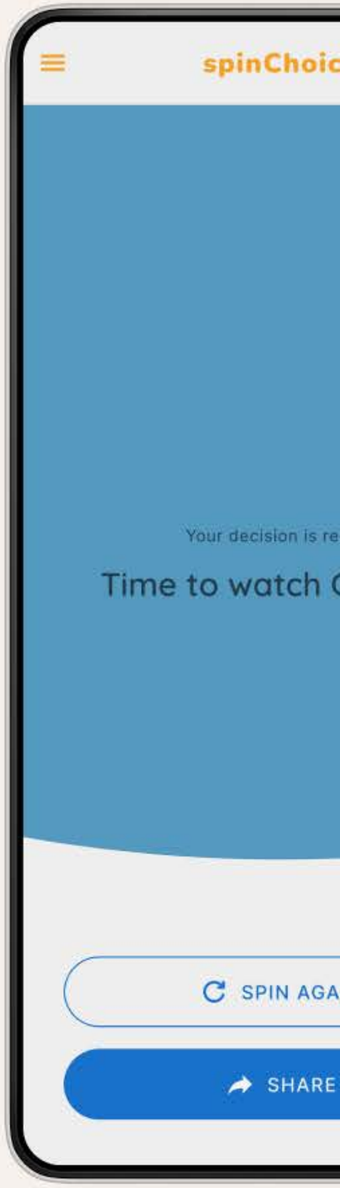
The flow was designed to make wheel creation simple and playful. **Auto-suggested questions and options** appear by default, while users can **shuffle, add, or remove** items.

Colors and order of options can also be adjusted for variety and personalization.



new wheel creating

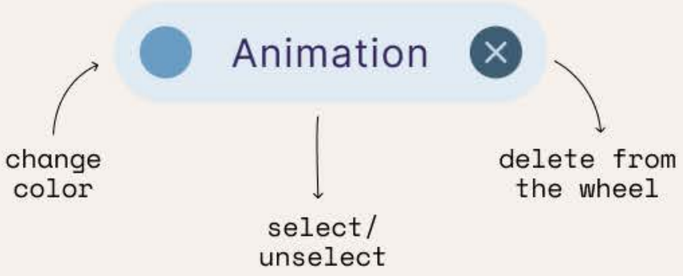
created wheel

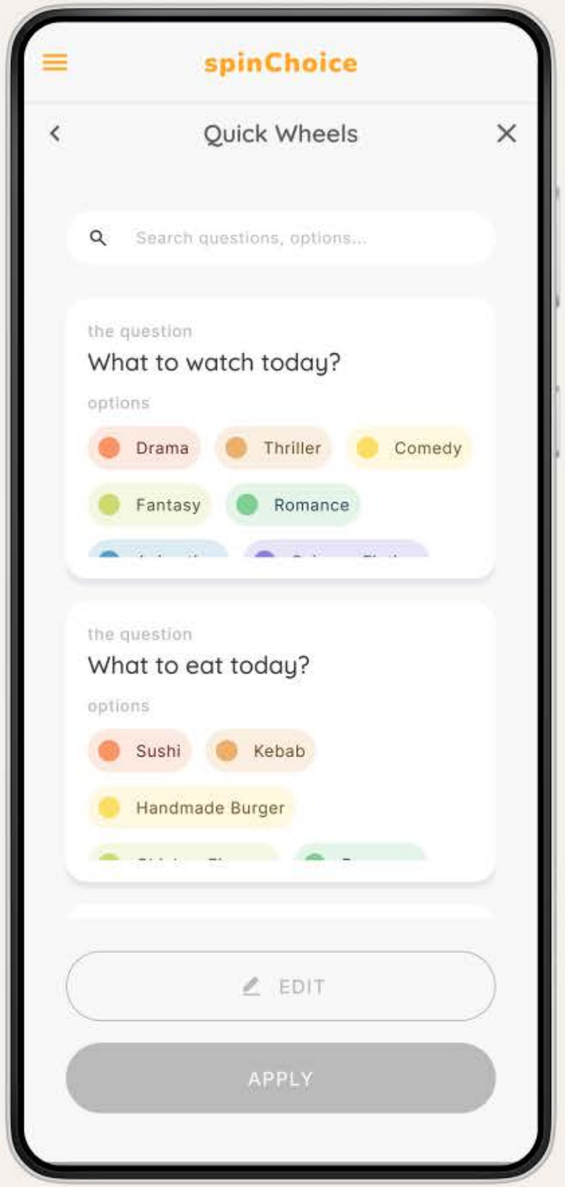


spin result

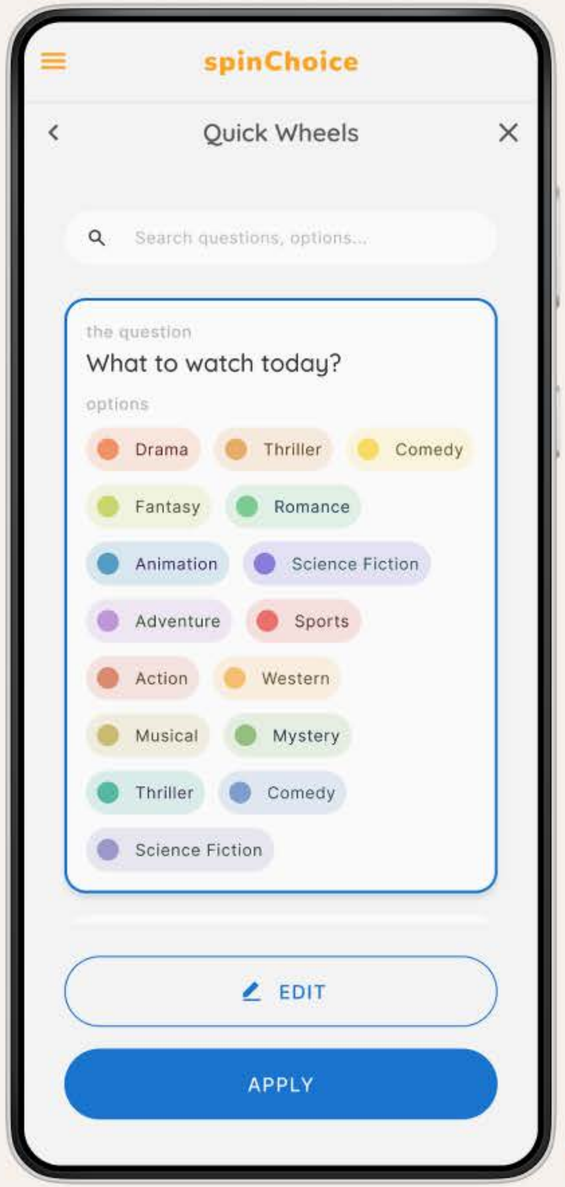
Quick Wheel

Ready-made wheels were introduced for common scenarios to save time. Instead of creating from scratch, users can directly pick a wheel, spin, and decide in seconds.





detail of pre-made wheel

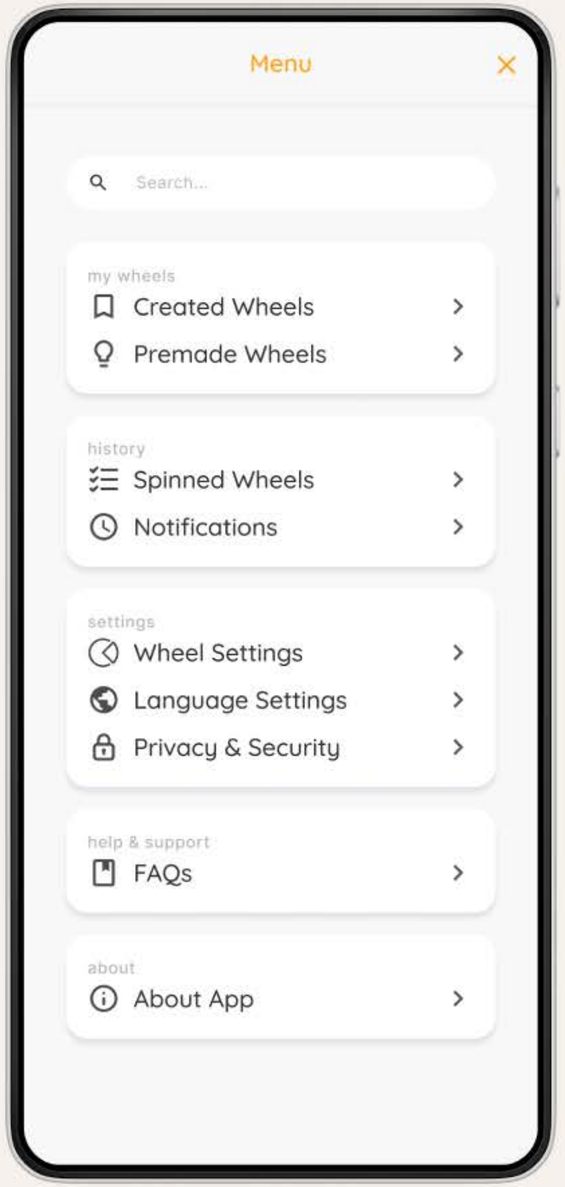


list of pre-made wheels

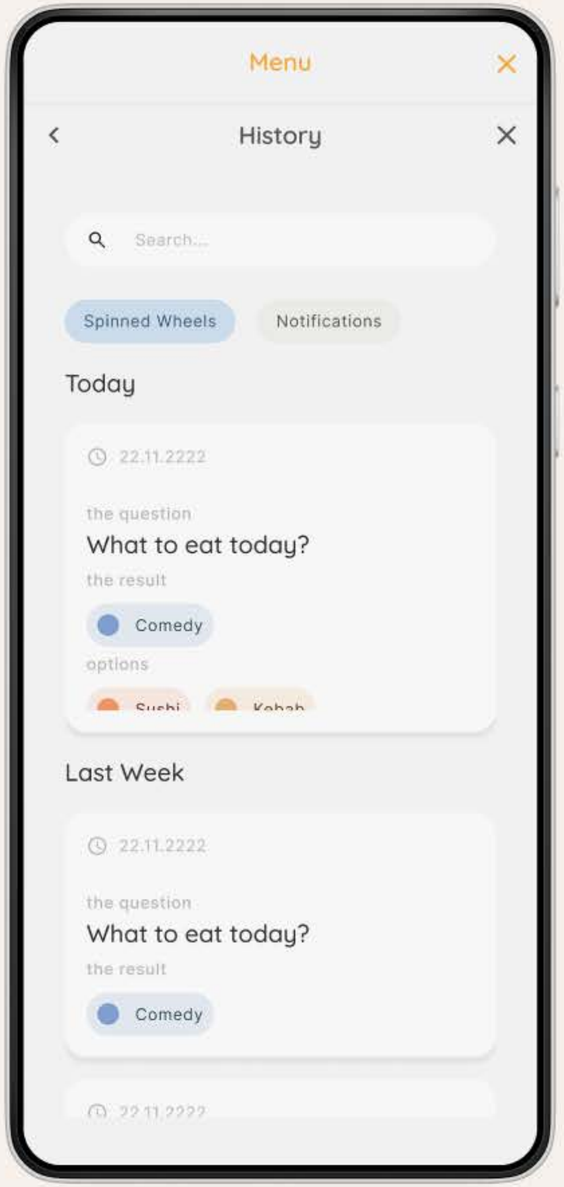
For prototype scan the qr code

Settings

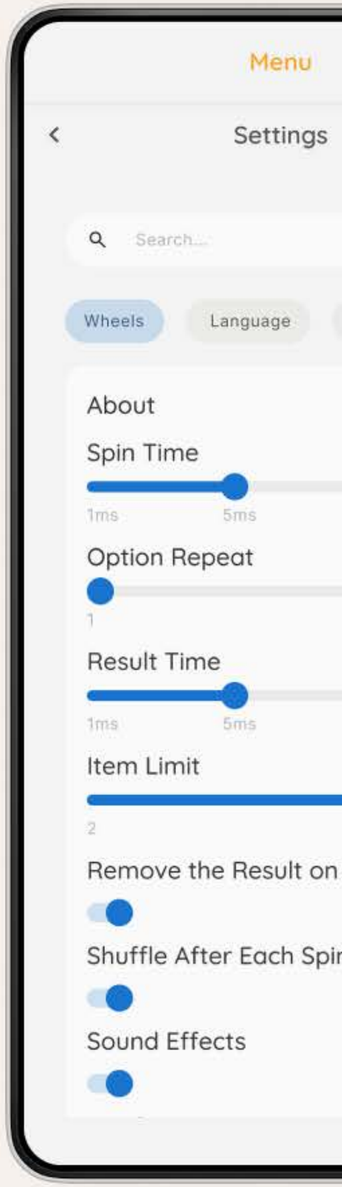
The settings menu provides flexibility: users can **customize wheels, adjust preferences, and revisit spin history,** ensuring both control and continuity in the decision-making process.



settings



history of spinned wheels



preferences

2025
DUYGU CAN

thank you

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