Hazal Merve Akan

Staff UX Designer · Research-led product design

hazal.m.akan@gmail.com
linkedin.com/in/hazalmerveakan
Ankara, Türkiye · open to remote

PROFILE

I'm a curious designer: I keep asking *why* until I understand what people actually need and what the evidence really supports. Research is one of my core instruments, and I use it to turn open questions into product decisions. The part I enjoy most is strategic: shaping what the product should build next.

Industrial design taught me to take an idea from concept to production; product management taught me to weigh user needs against business goals and delivery. I'm always learning; right now that means designing for AI and using it to ground design decisions in evidence.

EXPERIENCE

Aug 2024 – Present

Commencis

Staff UX Designer (since Aug 2026) · **Senior UX Designer** (Aug 2024 – Aug 2026)

- **Responsible for UX across Pegasus Airlines' end-to-end digital journey** on iOS, Android and web, with primary ownership of booking and payment.
- Take work from brief to release: close gaps in the brief with the PO, align with BA and PO, hand off to development and support UAT.
- Plan and run the research that informs product decisions across the journey.
- Review every deliverable the team hands off for UX quality, so nothing ships incomplete or wrong.
- With the team, shape Pegasus's digital vision and the roadmap we propose.

Feb 2024 – Aug 2024

Yenibiriş

Product Manager

- **Owned roadmap, discovery, delivery with engineering and metrics** for SmartInterview and SmartTest, AI-supported recruitment products.
- A short role where I learned the product cycle from the PM side, the lens I now bring to design decisions.

Dec 2021 – Feb 2024

Hepsiburada

Product Designer

- **Product designer for the cart, Hepsiburada Travel (since closed) and gamification** on one of Türkiye's largest e-commerce platforms.
- Worked on a food delivery product that was stopped before launch because it didn't meet profitability targets.
- Owned usability testing for my areas, planning and running the tests in partnership with the research team.

May 2021 – Dec 2025

HediyeSepeti

UX Consultant, part-time (Dec 2021 – Dec 2025) · **UX Researcher & Art Director** (May – Dec 2021)

- Owned the user experience across the mobile app and website; turned competitor and trend research into input for engineering and product teams.

Nov 2017 – Mar 2021

Vestel

Senior Industrial Design Specialist

- Designed TVs, remote controls and smartboard accessories, from early concepts through 3D modelling, rendering and presentation; work recognised with four international design awards.
- Joined as Industrial Designer in 2017; promoted twice, in 2018 and 2019.

Hazal Merve Akan

hazal.m.akan@gmail.com · linkedin.com/in/hazalmerveakan · Ankara, Türkiye · open to remote

SKILLS

- Qualitative & quantitative research
- Competitive analysis
- Prototyping
- Designing for AI
- Usability testing
- Information architecture
- UX strategy
- AI-assisted research

TOOLS

Figma · Maze · Claude · ChatGPT

AWARDS

Golden Spider Awards, 1st place, E-Commerce & Shopping, 2025 · Pegasus Airlines app (team)

Good Design Award, Chicago Athenaeum, 2020 · Cromo TV

Plus X Award, 2019 · Cromo TV

International Design Award, Bronze, 2020 · Mood-on smart screen

European Product Design Award, Honorable Mention, 2019 · Mate assistant

CERTIFICATIONS

Certified Professional Co-Active Coach (CPCC), Co-Active Training Institute, 2025

Interaction Design Foundation: AI for Designers (2025), Continuous Product Discovery (2023), Conducting Usability Testing, Design for the 21st Century with Don Norman (2022)

MENTORING

METU Industrial Design, graduation project mentor in a Commencis–METU collaboration, 2026

EDUCATION

B.Sc. Industrial Design
Middle East Technical University (METU), 2012 – 2017

LANGUAGES

Turkish, native

English, professional working proficiency (B.Sc. taught in English at METU)