

# SENA ORUCU

Senior Product Designer · Service Design · AI & Fintech Products

Barcelona, Spain | sena.orucu@gmail.com | linkedin.com/in/senaorucu | senaorucu.com

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## PROFILE

Senior Product Designer with 6+ years of experience delivering user-centered solutions across AI, fintech, travel tech, and digital platforms. Specialized in service design, scalable design systems, and transforming complex problems into intuitive, high-impact experiences. Proven track record of building products that drive measurable adoption, engagement, and business outcomes. Passionate about crafting ethical, mission-driven digital products at the intersection of AI and human experience.

## EXPERIENCE

### Unravel

*Senior Product Designer*

Nov 2025 – Present · Barcelona

Crafting next-generation travel experiences for a VC-backed startup positioning itself as the compass to extraordinary travel.

- Designing AI-powered travel discovery and booking experiences for a B2B white-label platform used by 30+ industry leaders including Emirates, Etihad, and American Express.
- Shaping end-to-end user journeys that blend video-first inspiration with AI-curated itineraries and seamless booking flows.
- Collaborating with product and engineering to define and ship features that boost partner engagement, conversion, and user loyalty.
- Contributing to the design system and interaction patterns that ensure consistency across white-labelled deployments.

### Acai Travel

*Senior Product Designer*

Jan 2025 – Nov 2025 · Barcelona

- Led design of travel agent experiences, reducing onboarding drop-off through optimised user flows and iterative usability testing.
- Conducted UX research to align product solutions with business KPIs and user goals.
- Built and maintained a scalable design system with reusable components ensuring consistency across all products.
- Created high-fidelity prototypes and collaborated with engineers and PMs in agile sprints to deliver MVPs and feature launches.

### AegeanLabs

*Product Designer*

Nov 2023 – Jan 2025 · Remote

- Designed AI-powered fintech platforms including compliance tools and risk analytics dashboards.
- Simplified complex data visualisations for financial analysts into intuitive, actionable workflows.
- Built a design system with reusable components and interaction guidelines supporting end-to-end feature development.
- Developed AI-driven interfaces that measurably improved decision-making efficiency.

## OLX Group (Letgo & OLX Classifieds)

### Product Designer

Nov 2021 – Jul 2023 · Remote · India, Indonesia, Turkey

- Contributed to marketplace teams across three markets, improving C2C and B2C experiences at scale.
- Designed Trust & Safety features that increased verified seller transactions.
- Supported migration of the global design system, ensuring consistency across regions, and added new components to address evolving use cases.
- Partnered with engineering and product to define and deliver specs at scale.

## Chooch AI

### UI/UX Designer

Feb 2020 – Nov 2021 · San Francisco (Remote)

- Designed dashboards and interfaces for AI and computer vision tools across desktop and mobile platforms.
- Delivered end-to-end flows across product, web, and marketing surfaces for machine learning outputs.

## XYZ Technology

### UI/UX Designer

Feb 2019 – Apr 2020 · Istanbul

- 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 · Istanbul

- Supported marketing campaigns, app UI, and internal tools; involved in front-end (HTML/CSS) implementation and user testing.

## EDUCATION

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### BAU, Centre Universitari d'Arts i Disseny

Master's in Service Design · 2023 – 2024

### Bilkent University

MFA in Communication and Design · 2017

### Bilkent University

BA in Communication and Design · 2013 – 2017

## SKILLS

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<b>Design</b>	Service Design · UX/UI Design · Design Systems · Data Visualisation · Figma · Wireframing · Prototyping · A/B Testing · Adobe Suite
<b>Soft Skills</b>	Strategic Thinking · Stakeholder Communication · Empathy · Cross-functional Collaboration
<b>Languages</b>	English (Full Professional) · Turkish (Native) · French (Elementary)

## CERTIFICATIONS

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- IBM Enterprise Design Thinking Practitioner
- IBM Design Thinking Co-Creator & Team Essentials for AI
- Istanbul Service Jam