

MEHMED ARIF

Product Designer | UX/UI Designer

SUMMARY

Product Designer with **7+ years of experience** across industrial and digital design, now focused on **UX/UI**. Combines **user research**, **prototyping** and manufacturing know-how to design products that work in the real world, on screen and off. Experienced in communication design, **design systems** and **conversion-focused interfaces**, with a strong background in 3D/CAD and field research. Running an independent design studio since 2025. EU citizen, open to relocation and remote work worldwide.

Key Strengths: User Research & Contextual Inquiry · Design Systems · Accessibility (WCAG) · Conversion-Focused UI · AI-Assisted Workflows

SKILLS

UX & Product	User Research · Contextual Inquiry · Usability Testing · Wireframing · Prototyping · Interaction Design · Information Architecture · Design Systems · Accessibility (WCAG) · Human-Centered Design · Design Thinking · AI-Assisted Prototyping (Vibe Coding)
Visual & Communication	UI Design · Mobile App Design · Micro-Interactions · Landing Page Design · Communication Design · Brand Identity · Conversion-Focused Design
Ways of Working	Cross-Functional Collaboration · Developer & Manufacturer Handoff · End-to-End Project Ownership · Workflow Automation

EXPERIENCE

- Founder & Freelance Product Designer — Mehmed Arif Design & Consultancy, Berlin** **2025 – Present**
- Founded an independent design and consultancy studio; manage 4–5 active client projects end to end, from brief to final delivery.
 - Provide design consulting and 3D visualization for private clients and companies in the furniture, metal and urban furniture industries.
 - Collaborate with software developers and manufacturers to turn client needs into production-ready designs.
 - Redesigned my portfolio website in Framer with a focus on accessibility (WCAG) and clear case-study storytelling.
 - Build workflow automations (n8n, AI integrations) to speed up client onboarding and project delivery.
- UX/UI Designer – Communication Design — Concentrix GmbH, Berlin** **2025**
- Designed custom advertising for 3–4 clients per day, from concept to final visual.
 - Defined target audiences and supported clients in setting up audience targeting for their ad campaigns.
 - Applied behavioral insights and attention strategy to make messages clearer and more conversion-focused; campaigns contributed to a significant increase in client orders.
- Freelance UX/UI & Brand Designer — Sunny Container (Solar Energy), Melbourne (Remote)** **2024 – 2025**
- Created the brand identity and conversion-oriented interface layouts for the product launch.
 - Built a scalable design system that reduced future design and development effort by about 25%.
- Production Manager & Lead Product Designer — H&V Möbelland GmbH, Berlin** **2023 – 2024**
- Led a production team of 10+ people; reduced production errors by 25% through better process planning.
 - Designed client-specific, manufacturable furniture in CAD, increasing production speed by 15%.
 - Translated customer requirements into cost-efficient designs, reducing material waste by about 12%.
- Field Design Research Assistant — Bolt, Hamburg** **2022 – 2023**
- Conducted field observation and contextual inquiry on micromobility vehicles in daily use.
 - Documented failure patterns, repair scenarios and user interaction issues to inform user-centered design decisions.
- Production Designer (Logistics) — Amazon, Magdeburg** **2022**
- Observed parcel loading and unloading processes on site and identified pain points for workers.
 - Developed design improvements that made loading and unloading delivery vehicles easier and more efficient.

Industrial Product Designer — Lazzoni Furniture, London

- Developed furniture prototypes with 3D modeling and CAD, balancing function, aesthetics and manufacturability.

Earlier Experience — Istanbul

Industrial Product Designer, Dekotek Group · Product Designer, Otokoç Automotive · Associate Product Designer, Teleperformance · Design Lead and Design Coach in education (mentoring 5–6 junior designers) · Product Design Intern, Set Furniture

2021 – 2022

2015 – 2021

PROJECTS

UX/UI case studies: www.behance.net/mehmedarifdesign

VisionMuse – Inclusive Museum Guide App (Capstone)

Accessible museum guide app for visitors with disabilities. Covered user research, personas, user flows, wireframes and a tested Figma prototype.

2024

Moon – AI Travel App (UX Case Study)

UX research on AI, personalized experiences and trust in travel information; designed and prototyped a mobile app from research insights.

2024

E-Commerce App – Prototyping & Micro-Interactions

Designed a mobile e-commerce app in a cross-functional team of three, from user research to a high-fidelity Figma prototype with micro-interactions.

2024

AI Workflows for UX – Landing Page

Designed a landing page using AI-assisted workflows to speed up research, ideation and prototyping.

2024

Bathroom Furniture Collection – Graduation Project with Kale Group

Designed a bathroom furniture concept together with a ceramics manufacturer, from research to production-ready model.

2020

More UX/UI and industrial product design work: www.mehmedarifdesign.com/portfolio

EDUCATION

UX/UI Design (Bootcamp) — SPICED Academy, Berlin

User research, interaction design, wireframing and interactive prototyping in Figma; usability testing to validate design concepts.

2024

B.A. Industrial Design — Beykent University, Istanbul

Ergonomics and human factors, 3D modeling and CAD, user-centered product development.

2016 – 2020

Associate Degree, Interior Design — Akdeniz University

2013 – 2015

TOOLS

Figma · Framer · Adobe Photoshop · KeyShot · Blender (basic) · Rhino · AutoCAD · n8n · Claude (AI)

LANGUAGES

English — C1
German — B1, certified 26 July 2026 (actively learning)
Turkish — Native
Bulgarian — Elementary

CERTIFICATES

Figma UI Design & Advanced Prototyping (2024)
Rhino User Expert (2019)
AutoCAD (2019)
Security Clearance (Zuverlässigkeitsüberprüfung)
Driver's License: Class B

Mehmed Arif

Berlin, 1 October 2026