

Ekrem Eralp, Product Designer

Defining the next standard in digital experience.

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Philip Morris International, UI/UX Designer

Aug 2024 → Present @ London

Designed and optimised interfaces for IQOS.com, VEEV-VAPE.com, and ZYN.com across 20+ markets. Built scalable components and responsive templates within the global design system.

Delivered end-to-end design from research to testing, collaborating with developers for pixel-perfect implementation.

Facilitated focused design sprints and workshops to define user needs and turn insights into actionable product improvements.

Wanda Creative, Senior Designer

Jun 2023 → Aug 2024 @ London

Designed digital assets, kiosks, and launch visuals for The Macallan, Travelex, McLaren, Lindt, and WHSmith. Built cohesive brand systems and visual guidelines to strengthen storytelling.

Produced interactive prototypes and visuals for campaigns, maintaining quality across projects. Worked with teams to align creative direction with client goals.

The Design Solution, Senior Designer

May 2022 → Jun 2023 @ London

Designed retail and digital interfaces for World Duty Free and UniFree DutyFree, including kiosks, signage, and adaptive wayfinding systems optimised for airport environments.

Contributed to 3D retail concepts and interactive installations connecting digital and spatial design. Collaborated closely to deliver cohesive, experience-driven results.

Freelance Product Designer

Apr 2021 → Present @ London

Designed and efficiently delivered modern mobile and web products for startups from concept to launch. Built modular design systems and visual identities for scalable product development.

Created and refined AI-driven apps with LLM chatbots and wellbeing tools, advising teams on UX and conversion optimisation.

Core Design Expertise

Crafting intuitive, accessible, and visually precise digital experiences through wireframing, prototyping, UX strategy, and thoughtful human-centred product design.

AI & Tech

Designing and deploying AI-powered products from research to production. Experienced with LLM and API integration (OpenAI, Claude, Apple ML) to create adaptive, intelligent user experiences.

Tool Stack

Figma, Adobe Creative Cloud, Framer, Spline 3D, SketchUp, V-Ray, Cinema 4D, WordPress, HTML/CSS, Python, SwiftUI

Artificial Intelligence with Python

2025 → Present @ Harvard University
HarvardX Certification

Google UX Design Professional

2020 → 2021 @ Google Career
Google Certification Program

History, Theory & Criticism in Architecture

2020 → 2021 @ Istanbul Bilgi University
Master of Science in Architecture

Interior Architecture & Design

2020 → 2021 @ Bilkent University
Bachelor of Fine Arts