

Doruk Demircioğlu [dɔ'ruk]

Product designer with a focus on building accessible and scalable platforms. I get excited about solving complex problems through systems thinking, getting inspired by nature, co-design, mixed methods and product experiments.

I have a background in engineering, science & design. I love 🎨, 🖌️, drawing, documentary 📺, colour theory, art-house 🏠 & 90's 🎵.

EXPERIENCE**Domain Group, Senior Product Designer, AU**

2021 - today

- Designed a leading property data tool, used by 70,000 real estate pros
- Transformed core workflows for Agent Experience
- Led initiatives to improve design maturity (accessibility, measurement, research methodology, design team studio sessions)
- Increased engagement & met digital tool adoption goals (+8m A\$, +20%)

Antler VC, Senior Product Designer, AU

2019 - 2021

- Digital transformation of a global VC workflow (scaled from 10 to 26 cities)
- Co-created an open-source SaaS tool for DataOps: firetable (rowy.io)
 - Increased from 80 to 200+ internal users
- Coaching startup founders
- Designed a live-event platform (+2000 viewers, +45m raised at the first)

Design Mentorship

2022 - 2023

- Design Mentor - IxDA Sydney (2022)
- Design Mentor Domain Group (2023)

2hats, Product Designer, AU

2019

- SaaS platform for student-careers
 - Increased completion rate of courses, onboarding & registration

Strafe, Product Designer, SE

2018

- Gamified a global eSports tracking & competition App
- Improved league structure based on research with players

Keyflow, Product Designer, SE

2015-2018

- Designed Scandinavia's most innovative event management platform for nightclubs and events. (150,000+ downloads, scaled to multiple cities)

Streetkåk, Co-founder, Product Designer, SE

2014-2018

- Launched the first realtime food-truck analytics & ordering App & platform in Scandinavia (100,000+ users, multiple countries)

EDUCATION**M.Des Art & Design, UNSW, Sydney, AU**

2018-2020

- Dean's List & High Distinction average

M.Sc Materials & Nanotechnology, Chalmers Uni of Tech, SE

2009-2011

- B.Eng Chemical Engineering, Ege University, TR (2003-2009)
- B.Eng (exchange): Sapienza, University of Rome, IT (2004-2005)