



## Cem Bilen

Product Designer

SENIOR UX ENGINEER

✉ CXBilen@gmail.com

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📍 Izmir, Türkiye

### 🧠 Skills

- 🏠 Product Design
- ✂ Figma
- ✍ UX / UI Design
- 🗃 Design Systems
- ⏪ UX Engineering
- 🔄 Prototyping
- ↗ CRO
- 📊 A/B Testing
- 🗺 Journey Mapping
- 📋 Heuristic Audits

### 🔧 Tools

- ⏪ HTML / CSS
- 🌀 React
- ⌚ JavaScript
- ⚡ Next.js
- 👁 SASS
- 📄 Tailwind CSS
- 🗂 Design Tokens
- 📊 GA4 / Funnels
- 📊 Looker Studio
- 🚀 AI Prototyping

🌐 LinkedIn [↗](#)

📁 Portfolio [↗](#)

🐙 GitHub [↗](#)

### 👤 About me

Product Designer and Senior UX Engineer with 5+ years across consumer and SaaS products — owning surfaces end-to-end from ambiguous requirements to polished, shipped UI. I pair design systems and experimentation-driven CRO with hands-on front-end execution, so product decisions are fast to test, build, and improve. Portfolio at [cxbilen.com](http://cxbilen.com).

### 📁 Experience

#### Senior UX Engineer @ Efsora Labs

Feb 2026 - Present · Türkiye

Lead UX design, design systems, and frontend-ready implementation across SaaS and web flows — turning PRDs into journeys, Figma, prototypes, and dev-ready specs, and standardising a design system of **40+** components.

#### Senior CRO Executive @ Digital House

Mar 2025 - Jan 2026 · Istanbul

Owned CRO and UX for web and e-commerce, turning funnel analysis into prioritized A/B tests that lifted conversion **+12%** and reduced checkout drop-off **-16%**.

#### UX/UI Designer @ Eva

Sep 2023 - Aug 2024 · Izmir

Designed end-to-end SaaS interfaces and Figma prototypes, simplifying complex flows into clear workflows and improving task-success in usability tests by **+20%**.

#### Designer Project Manager @ innoScripta AG

May 2023 - Jul 2023 · Berlin

#### UX/UI Designer @ StudioMoco

Dec 2022 - May 2023 · Nuremberg

#### CRO Executive @ Hype

Apr 2022 - Sep 2022 · Istanbul

#### Web Developer @ İnce Fikirler

Mar 2019 - Feb 2020 · Izmir

### 🎓 Education

#### Associate's, Computer Programming @ Izmir University of Economics

2014 - 2016

Software, web, and database fundamentals — the technical base behind a design practice that ships.

#### Database Interactive Programming @ Ç. Altan Anatolian Technical HS

2010 - 2014

### ★ Selected Work

**Looplift** — AI-assisted UX experimentation & product-growth concept.

**UX Sentinel** — UX-to-code, design-system & AI-agent exploration.

**Maestro** — Web-app architecture, AI workflows & user-facing product.