

# Ayda Jebelli

Senior Product Designer | +7 years | Scalable Systems,  
Research & Growth

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## EXPERIENCE

### DrBalcony | Senior Product Designer | Jun 2024 – Present

AI-Powered SaaS | California, United States (Remote Contract)

- Built a design system with 100+ tokens and 300+ molecule states, standardizing UI across 3 product squads in Figma.
- Implemented a custom ChatGPT bot for UX writing, reducing content inconsistencies by approximately 40%.
- Validated app prototypes through 6 usability test sessions, improving task completion rates by nearly 70%.

### ChainRoot | Senior Product Designer | Jul 2023 – Jun 2024

Blockchain Integration | Sweden (Remote Contract)

- Rebuilt the design system with Primer and introduced a unified color for 4 sub-products, reducing inconsistencies by around 50%.
- Revised user navigation by restructuring 5+ workflows, contributing to a 40% drop-off rate reduction.
- Deployed a self-serve knowledge base and alerting system, cutting support inquiries by 65%.

### Digikala | Product Designer | Sep 2019 – Jul 2023

One of the largest e-commerce platforms in the Middle East (Hybrid Contract)

- Constructed Digikala's core design system with 1,200+ components, ensuring cross-platform consistency across 5+ teams.
- Optimized Digistyle's discovery flow, increasing conversion rates by 2% through user testing insights.
- Authored design documentation and guidelines for 110+ engineers and stakeholders, improving workflow efficiency.
- Conducted 30+ A/B tests, achieving up to 200% conversion improvements on key features through data-driven design iterations.
- Redesigned Digistyle's return and cancellation process, reducing call center inquiries by 50%.
- Developed wireframes, prototypes, and user flows for 6+ business and tech teams, improving cross-functional collaboration.
- Partnered with product and marketing teams to develop data-driven UX strategies, contributing to a 30% YoY revenue increase.
- Transformed Digiclub's UX, increasing active users from 20K to 2M through engagement-focused design.
- Coordinated with 23 product managers, engineers, and designers to convert product concepts into market-ready solutions.

## PORTFOLIO

[www.ayda.design](http://www.ayda.design)

## COURSES & VOLUNTEERING

### Interaction Design Specialization (UC San Diego)

Sep 2024 – Now

### ADPList Mentor (+2400 min)

Jan 2024 – Now

### Design Manager (IT&T)

Mar 2023 – Jun 2023

## SKILLS

Interaction Design, Wireframing, Prototyping, Storyboarding, Information Architecture, Usability Testing, User Research, User Interviews, A/B Testing, Growth Design, Responsive Web & App Design, Design Systems, Accessibility Design, Data Analytics, Business Strategy, Google Analytics, Hotjar, Baymard Benchmarking, Figma, FigJam, Sketch, Adobe XD, Framer, After Effects, Overflow, Notion, Jira, ClickUp, Trello, Assembla, HTML, CSS, JavaScript, Python, Dev Handoff Best Practices, Design Documentation

## EDUCATION

### Istanbul Bahcesehir University (2025-2027)

M.Eng. in Artificial Intelligence

### University of Tabriz (2014-2019)

B.Sc. in Computer Science