

I'm Sila Eser she/her/hers

— a product designer

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Experience

Monstarlab x Product Designer

2022—Present : New York

Monstarlab is a global design and tech consultancy from Tokyo

- Fostered cross-functional collaboration among product, design and engineering teams to develop end-to-end product and web experiences.
- Led the UX lifecycle from ideation, prototyping, testing, to development for a range of products including for Virgin, resulting in a 3.5% increase in mobile conversion.
- Communicated designs with user insights and point-of-view in client reviews and team meetings, which led informed decision making and a strong client buy-in.

Aposto x Product Designer

2020: Istanbul, New York — Remote

Aposto is a media-tech startup, a winner of Google News Innovation Challenges

- Led the design and development of branding assets, which increased user satisfaction through the implementation of visually cohesive design elements.
- Conducted design presentations using wireframes, flow diagrams, storyboards, and informational architectures, which facilitated feedback and project alignment.

Atolye, the kyu collective x Design Strategy Intern

2021: New York — Remote

Atolye is a strategic design consultancy, part of the kyu collective with IDEO

- Concepted and prototyped a responsive website for 'Today at Apple,' in collaboration with designers and engineers, resulting in enhanced usability.
- Identified user pain points, personas, and mapped out user journeys, which informed design solutions and enhanced the overall user satisfaction.

United Nations x UX Research Intern

2019: Istanbul

Contributed to the Business Call to Action team, an inclusive businesses platform

- Conducted research to uncover key challenges affecting inclusive businesses, which enhanced strategic initiatives and user interaction on the web platform.
- Collaborated with an interdisciplinary team to translate research findings into user-centric initiatives, which was instrumental in improved user engagement.

Education

Parsons School of Design, The New School : 2020–2022

MS in Strategic Design and Management, Awarded with President's Scholarship

University of California, Los Angeles: 2017

BA in Sociology and Economics, Exchange Year

Bogazici University, Istanbul: 2014- 2019

BA in Sociology and Economics

Notable Projects

- 2023 GenAI Driven Air Travel Experience Design
- 2023 Mobile Booking Design for Virgin Voyages
- 2023 Workspace Design and Build for Egon Zehnder
- 2023 User Journey Map for Disney's Bank, Partners
- 2022 Mobile Booking Design for SIXT
- 2021 Website Design for Today at Apple
- 2021 Education Design Research with IDEO
- 2021 Design Sprint Facilitation with ATOLYE
- 2021 Self Initiated UX Project to Improve Accessible Wayfinding on Google Maps

Partner Organizations

Apple, Virgin Voyages, SIXT, Partners, IDEO, Gehl, Parsons, University of Massachusetts

Skills



Publications & Writing

Designing Ed-Tech Solutions for Gen Alpha
Thought Leadership, 2023

Book Review for Chasing Innovation
Journal of Cultural Economy, 2023

Designing Intelligence into Cities
Medium, 2021

Poems & Stories From the Eyes of Objects
Blog, 2021—Present