

Hi, I'm **Tugay Akin**, your partner in design, with over 15 years of experience in product, web and brand design.

I care deeply about the small decisions that make a product feel considered. I start by listening to people, prototype early with AI, then design, refine, iterate and ship.

hello@tugayakin.com tugayakin.com

Experience

2022 – Present

Product Designer & Design Engineer · Sofico

Sofico is a leading software company in mobility and automotive services, with complex B2B and B2C products. I work on one of its B2B products and lead its migration to a new design system. I'm also building an AI-powered tool that makes it easier to brand our products.

2019 – 2022

Designer · Apicbase

I designed interfaces and user experiences for Apicbase's complex restaurant management software, along with online and offline marketing materials.

2015 – 2019

Product Designer · Freelance

I designed SaaS products, websites and mobile apps for clients across the U.S. and the Caribbean.

2012 – 2015

UI/UX Designer · Kuark Digital

I designed user experiences for web and mobile apps. Clients included one of Turkey's biggest football clubs and a basketball club, among many others.

2011 – 2012

Junior Web Designer · Espro Digital

Where my career started. I designed websites and built them myself, taking each one from design through to code.

Education

2011 – 2015

Anadolu University

Business Administration and Management