Münevver Duygu Gökoğlu-Çoban

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ABOUT

Hamburg-based product designer with B2B and B2C experience across cybersecurity, marketplaces, and SaaS. With a background in architecture and HCI, she explores embodied interaction, cybernetics, and generative tools: bridging academic research with user-centered, scalable product design.

EXPERIENCE

Sr. Product Designer | Picus Security | B2B SaaS

May 2023 - Sep 2024, Remote

• As the product owner and lead designer of Picus's Cloud Security Validation (AWS, Azure, GCP), I shaped misconfiguration detection flows, improved Kubernetes onboarding and monitoring, drove a 10% adoption boost via RFM segmentation, and led accessibility efforts across all products in alignment with WCAG 2.2, collaborating closely with stakeholders.

Product Designer | Armut / HomeRun | B2C

Dec 2021 - May 2023, Remote

• I drove significant improvements at Armut by delivering key user and internal tools, including a Provider Reward Program (+20% retention), a security dashboard (+30% ops efficiency), and reservation tracking (+15% satisfaction), alongside optimizing team workflows with Notion, Miro, and Figma.

UI/UX Designer | MilSOFT Software Technologies | B2B

Mar 2020 - Dec 2021, Türkiye

• Designed and delivered user-centered software solutions for the defense industry, enhancing product usability and client satisfaction within a confidential project scope.

EDUCATION

MSc in Architecture | Bilkent University

Thesis: Focus on the intersection of architectural design and UX, emphasizing human-centric digital experiences.

GPA 3.59/4.00, May 2021, Türkiye

BSc in Architecture | TOBB ETÜ

GPA: 3.42/4.00, Sep 2017, Türkiye

REFERENCE — References available upon request.

EXTRA-CURRICULAR

Achivements

• **La Biennale Di Venezia**

16th International Exhibition - Turkish Pavilion — Sep 2018

Volunteer Work

• National Contact for MEDS 'Meeting of Design Students' – 2017 - 2019

• Product Designer at MEDS Gent 17 - Urban Haven – 2017

SKILLS

UX Methods

User Flows, Wireframe, Mock-up, Prototyping, User Research, Usability Testing, Accessibility

Tools

Figma, Miro, Adobe Creative Cloud, Sketch, Zeplin, Abstract, Jira, Confluence, Heap, Hotjar, User Guiding

LANGUAGES

- Turkish (native)
- English (proficient)
- German