

Mert Kocabagli

Digital Product Designer

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(505) 428-8696

EXPERIENCE

Nike - Senior Digital Product Designer

January 2022 - Currently, Portland, OR

Leading the design of enterprise tools that empower footwear and apparel creators, optimizing 2D & 3D digital product creation to drive efficiency, innovation, and scalability.

Mastery App - Senior Freelance Product Designer

November 2024 - May 2025, Remote

Led the design of the journaling experience, gamification system, and profile page for the Mastery mobile app. Partnered with the Head of Product, Lead Engineer, and Founder to ensure design solutions aligned with product vision and user needs.

Big Spaceship - Senior Freelance Experience Designer

March 2022 - May 2022, Remote

Supported Instacart x Chase's new credit card launch campaign with a landing page design to create user acquisition flow. Collaborated with creative and account directors in a fast-paced remote agency environment.

Ziba Design - UX Designer

September 2020 - September 2021, Portland, OR

Created digital experiences and participated in the research, definition, and execution stages of UX for clients like FedEx, Clorox, P&G, and Intuit. Worked on a web-based social virtual reality commerce concept designed to introduce a new digital shopping experience.

University of Oregon UX/UI Boot Camp - Assistant Instructor

August 2020 - August 2021, Portland, OR

Part-time assisted students with design thinking, user experience and user interface design methods and techniques, providing feedback on weekly homework, and facilitating activities and projects in the intensive six months digital classroom setup.

University of Oregon - Visual Designer & Assistant to Program Head

September 2019 - August 2020, Eugene, OR

During my master studies, worked one-on-one with the head of the Architecture & Environment department to design both digital and print communication materials, such as lecture posters, faculty booklets, and social media content.

Periscopic - Visual Designer

January 2019 - June 2019, Portland, OR

Created design systems, style guides, high-fidelity mockups, and user interface components for internal projects and interactive data visualizations for clients like United States Pharmacopoeia and the Lumina Foundation within a small team.

EDUCATION

University of Oregon

M.S. in Advertising and Brand

Responsibility

Class of 2020

Pacific Northwest College of Art

B.F.A in Communication Design

Class of 2018

TOOLS

Designing

Figma, Sketch, Adobe Creative Suite

Prototyping

Figma, Axure, InVision, Principle, Framer, Weblow, AfterEffects, Unity

Researching

Miro, Figjam, Mural, Qualtrics, Survey Monkey, Zoom

SKILLS

Formative Research

User Interviews, Survey, Observation, Competitive Analysis

Generative Research

Affinity Diagramming, User Personas, Journey Mapping, Sketching, Prototyping

Summative Research

Usability Testing, Heuristic Evaluation, Cognitive Walkthrough