

Ladin Bölük

Product & UX/UI Designer

Milan, Italy

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I'm a UX/UI & Product Designer with 4+ years of experience who enjoys designing intuitive experiences. With a background in cognitive science, I apply insights from human psychology to find creative design solutions. I find inspiration everywhere in the world, from books to nature to all forms of art.

Experience

2024-Present UX/UI Designer at Freelance

Remote

- Manage UX strategy, redesign, and optimisation projects for SaaS, healthcare, e-commerce, and digital products.
- Create user flows, information architecture, wireframes, prototypes, and high-fidelity UI designs.
- Conduct UX audits and review user journeys to identify usability issues and implement improvements.
- L-Nutra: Lead the UX/UI redesign of ProLon's European e-commerce websites and mobile app, with a focus on improving conversion and simplifying key user journeys. Manage the project across stakeholders, using GA4 and Hotjar insights to guide design priorities.
- Viamagus: Designed complex onboarding, monitoring, investigation, project management, and configuration workflows for an AI-powered B2B SaaS platform, using Figma and AI-assisted prototyping with Cursor and Claude Code.
- CoTreat: Led product and brand discovery for a dental technology startup through workshops, personas, empathy mapping, and experience strategy.

2022-2024 UX/UI Design Specialist at Alidays Travel Experiences

Milan

- Designed B2B and B2C software, websites, and mobile apps, conducting user research, developing personas, user flows, wireframes, and high-fidelity prototypes.
- Reviewed user journeys, identified usability issues, and designed improvements in collaboration with developers and business stakeholders.
- Collaborated with POLI.Design on the research and design of an influencer-focused digital platform, from early concepts to high-fidelity prototypes.

Education

2022 – 2023 Università Cattolica & Politecnico di Milano

Master in User Experience Psychology

Specializing Master Program

2017 – 2021 Pomona College, CA

B.A. in Cognitive Science and Psychology Minor

Magna Cum Laude Distinction — GPA: 3.96 - Pomona Scholar Distinction

Skills

Design & UX Wireframing · Prototyping · UX Research · Storytelling · Information Architecture · User Flows

Tools Figma · Cursor · Claude Code

Languages English - Native · Turkish - Native · Italian B2