



Öykü Kosma

Lead UX Designer · AI and B2B products

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Berlin · German citizen

Lead UX Designer with more than ten years in B2B platforms, AI products and consumer apps. I trained in product-service system design, and I like the complicated parts of software: dense data, billing, and AI answers people need to trust. I set design direction, test early with real users and work closely with engineering, from Figma to working prototypes and merge requests in GitLab.

3% → 18%

AI assistant retention
after 8 weeks

-96%

billing corrections after
anomaly alerts

-30%

support tickets in the
first month

2.0 → 4.3

App Store rating in three
months

Experience

HERE Technologies · Berlin

2021 to now

Lead UX Designer

Apr 2026 to now

Senior UX Designer

Apr 2024 to Mar 2026

UX Designer II

2021 to Mar 2024

- **AI developer assistant.** Moved it from open chat to task completion, and made every answer show what had been checked. Retention went from 3% to 18%, self-resolution from 40% to 75%, and time to resolve dropped 45%.
- **Billing.** Reframed a stalled cost transparency brief into anomaly alerts, validated with enterprise customers. Billing corrections dropped 96% and pay-as-you-go adoption reached 30%.
- **Usage Management.** Redesigned the usage pages so admins see what changed first. Support tickets dropped 30% in the first month, and the patterns went into the HERE Design System.
- **Identity and access.** Designed access filters and SSO sign-in flows for the HERE platform, for enterprise admins and developers.
- **Ways of working.** Brought AI into the team's design workflow: specs written up front, working prototypes with Kiro and Claude, and merge requests in GitLab that engineers review.
- **Leadership.** Set design direction for data, analytics and developer products, run workshops with product and engineering leads, and mentor newer designers.
- Started at HERE on HERE Last Mile, a real-time tracking tool for delivery dispatchers, then WeGo Pro for drivers.

UX Designer · Spark Networks, Berlin

2020 to 2021

- Led Spark, a new dating app, from research to launch, and replaced photo-first profiles with short interactive prompts that show how people think.
- Took the App Store rating from 2.0 to 4.3 in three months without paid marketing, and retention went up 15%.
- Built the design system from scratch for eight engineers shipping weekly. Other Spark Networks apps adopted it later.

Service and UX Designer, intern · Bosch, Stuttgart

2019

- Service design research on future urban mobility, with system maps, journeys and storyboards made in design sprints with cross-functional teams.

UX Designer, intern · IBM BeNeLux (NATO account), Brussels

2019

- Designed UX for two defence industry products where precision and traceability mattered. IBM Design Thinking Practitioner.

UX Designer · Biletix (Ticketmaster Turkey), Istanbul

2017

- Rebuilt the responsive website, and mobile engagement went up 20%. The team won 1st prize at the 15th Altın Örümcek Awards.

Freelance UX Designer · Turkey, Belgium and Italy

2015 to 2017

- Client work including a Jaguar Turkey landing page, an insurance tool for Ataflex and a student exam calendar app.

What I do

AI and LLM product design: assistants people can trust

B2B SaaS and data-heavy tools: billing, usage, developer platforms

User research and problem framing

Prototyping in code with AI tools (Claude, Lovable, Kiro)

Design leadership across product, engineering and support

Design systems that other teams reuse

Tools

Figma

Claude

Lovable

Kiro

MCP

GitLab

Jira and Confluence

Education

MSc Product-Service System Design

Politecnico di Milano · 2017 to 2021

BSc Industrial Product Design

Istanbul Technical University · 2011 to 2016

Exchange, Product and Digital Creative Design

HOWEST, Kortrijk, Belgium · 2015 to 2016

Languages

English Full professional

Turkish Native

German B1



Case studies with the process, screens and results

HERE Developer Assistant · Usage management · Usage alerts · Spark. Some are protected. Request access on the site.

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