

Öykü Kosma

Lead UX Designer · AI-native & B2B products

UX designer with 10+ years across B2B platforms and consumer apps. At HERE Technologies I lead design for data-heavy B2B tools in logistics, route optimisation and traffic analytics, and increasingly for LLM-native products. Before that, I took a consumer dating app from research to launch at Spark Networks. I use data to reframe the problem, get stakeholders to the same answer, and ship experiences that move business metrics.

SELECTED IMPACT

-96%

Credit memos

Anomaly detection, HERE

3% → 18%

AI assistant retention

LLM Developer Assistant,
HERE

-30%

Support tickets

Usage Management, HERE

2.0 → 4.3

App Store rating

In 3 months, Spark
Networks

EXPERIENCE

HERE Technologies · Berlin

2021 – Present

Lead UX Designer

2026 – Present

Senior UX Designer

2021 – 2025

Grew from end-to-end execution to setting design direction across B2B tools built on HERE's traffic and road-network data, and more recently LLM-native products. Own the most ambiguous, complex UX problems from discovery through to ship.

- **Reframed a blocked cost-transparency brief into anomaly detection**, validated with enterprise customers: **credit memos down 96%** and **PayGo adoption at 30%**.
- **Repositioned the LLM Developer Assistant from a chat interface to a task-completion tool**: **retention 3% → 18%**, **self-resolution 40% → 75%**, **time-to-resolve down 45%**.
- **Redesigned Usage Management**, cutting **support tickets by 30%**; the resulting patterns were contributed to the HERE Design System.
- **Introduced AI into the design workflow** — validation, usability testing and code handoff via Kiro — closing the gap between design and engineering without losing quality.
- **Built design structures the wider team follows**, setting direction where ambiguity is highest.
- Earlier: designed end-to-end UX for **HERE Last Mile**, covering real-time tracking and logistics operations.

UX Designer · Spark Networks, Berlin

2019 – 2021

- **Led design of Spark, a new dating app, from research to launch**. Replaced the photo-first profile with interactive "Frames", short playful prompts that show how people think rather than how they look.
- Took the **App Store rating from 2.0 to 4.3 in three months** with no paid marketing; **retention up 15%**.
- **Built the design system from scratch** for a team of eight engineers shipping weekly; later adopted across other Spark Networks apps.

EARLIER EXPERIENCE

Service & UX Designer (Intern) · Robert Bosch BMC/UX, Stuttgart

2019

- Contributed to future urban-mobility research through design sprints, system maps and storyboards with cross-functional teams.

UX Designer (Intern) · IBM BeNeLux, NATO Account, Brussels

2019

- Designed UX for two defence-industry products in a regulated context where precision and traceability were non-negotiable. IBM Design Thinking Practitioner certified.

UX Designer · Ticketmaster (Biletix), Istanbul

2017

- Rebuilt Biletix's responsive website, **increasing mobile engagement by 20%**; contributed to Biletix winning 1st Prize at the 15th Altın Örümcek Awards.

Freelance UX Designer · Turkey, Belgium, Italy

2015 – 2017

- Projects included a Jaguar Turkey landing page, an insurance tool for Ataflex and a student exam-calendar app.

SKILLS

LLM-based product & interaction design

Design strategy & leadership

User research & synthesis

Design systems

B2B / SaaS UX

Data-informed design

Workshop facilitation

Usability testing

Cross-functional collaboration

TOOLS

Figma

Claude

Lovable

Kiro

EDUCATION

MSc Product-Service System Design

Politecnico di Milano · 2017 – 2021

BSc Industrial Product Design

Istanbul Technical University · 2011 – 2016

Product & Digital Creative Design (Exchange)

HOWEST, Belgium · 2015 – 2016

LANGUAGES

English Full professional

Turkish Native

German B1