

Öykü Kosma

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Lead UX Designer · AI-native & B2B software

I untangle complicated problems by making them undeniable: data that reframes the brief, alignment that collapses five opinions into one, then a solution that feels like it was always obvious. Eleven years across HERE Technologies, Spark Networks, IBM and Bosch.

IMPACT, IN NUMBERS

-96%

Credit memos

+15 pts

AI retention

-45%

Time to resolve

30%

PayGo adoption

-30%

Support tickets

40→75%

Self-resolution

THE PATH HERE

2026 — now

● Lead UX Designer

HERE Technologies · Berlin

- Setting UX direction across the HERE Platform for LLM-native B2B tools in route optimisation, logistics long haul and traffic analytics.
- Drove HERE Idea Hub end-to-end as design and product lead: internal AI accelerator where 4,000+ employees submit ideas, find collaborators and form teams. Set vision, aligned engineering, innovation and leadership.
- Mentoring designers; hiring a Conversational Designer to grow LLM design capability.

2022 — 2025

● Senior UX Designer

HERE Technologies · Berlin

- Usage Alerts (end-to-end): credit memos down 96%, PayGo adoption at 30%, validated with enterprise customers.
- Reframed a blocked cost-transparency brief into anomaly detection via percentage comparisons, the version that shipped.
- HERE Developer AI Assistant (LLM): 4-week retention 3% to 18%, self-resolution 40% to 75%, time-to-resolve down 45%.
- Usage Management redesign: support tickets down 30%. Contributed patterns into the HERE Design System.

- 2021 — 2022 ● **UX Designer II**
HERE Technologies · Berlin

 - End-to-end UX for HERE Last Mile: tracking, monitoring and operational efficiency for logistics teams.

- 2019 — 2021 ● **UX Designer**
Spark Networks · Berlin

 - Led design of a new dating app from research to launch and built the design system underneath it. +15% retention.

- 2019 ● **Service & UX Designer (Intern)**
Robert Bosch BMC/UX · Stuttgart

 - Future urban mobility research; design sprints, system maps and storyboards for cross-functional teams.

- 2019 ● **UX Designer (Intern)**
IBM BeNeLux, NATO Account · Brussels

 - UX for two defence-industry products in a regulated context. IBM Design Thinker Practitioner certified.

- 2017 ● **UX Designer**
Ticketmaster (Biletix) · Istanbul

 - Rebuilt the responsive site: +20% mobile engagement. Contributed to Biletix winning 1st Prize at the 15th Altin Orumcek Awards.

- 2015 — 2017 ● **Freelance UX Designer**
Independent · TR / BE / IT

 - Jaguar Turkey landing page, Ataflex insurance tool, student exam-calendar app.

CORE CRAFT

- LLM-based product & interaction design
- Strategic design & leadership
- User research & synthesis
- Design systems
- Workshop facilitation
- Cross-functional collaboration

TOOLSET

- 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**
 HOWEST, Belgium · Exchange 2015–2016

LANGUAGES

- | | |
|---------|-------------------|
| English | Full professional |
| Turkish | Native |
| German | B1 |