

Umut Durgut

Product Designer

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[00] PROFILE

Product designer working on B2B products, their brands, and the systems that keep both consistent. Trained as an architect at METU, so I start with structure.

[01] EXPERIENCE

Vizio AI · Product Designer

Feb 2026 to present · Ankara

- Designed BuildOS, the design system Vizio AI's agents design and build client products from: seven themes, twenty UX laws and a PRD-to-UX pipeline. Three of its parts became company-wide plugins in October 2026.
- Rebranded the company as Renaissance, one brand system for six studios, applied across vizio.ai, stationery and templates and published as the default design system for the company's AI tools.
- Design client products on BuildOS, from the PRD to launch.

DSALTA · Product Designer

Feb 2025 to Feb 2026 · San Francisco, remote

- Sole designer of a compliance and vendor-risk platform, from user research to the design system.
- Built the brand and the marketing website, and designed the whitepapers, reports, decks and social content around them.

solarVis · Product Designer

Sep 2023 to Sep 2024 · Ankara

- Sole designer of Sales Engine, a web app for solar installers covering CRM, inventory, team workload and 3D rooftop design. In user testing, proposal preparation took 30% less time.
- Refreshed the solarVis brand and designed the website and its lead-generation flow.

KNTLGY Studio and Knitology · Head of Graphic Design

Mar 2022 to Sep 2023 · Istanbul

- Led brand, campaign and social work for client brands; produced parametric print and digital work for Knitology.

Freelance

2021 to present

- Product design for be4startup (London), Lidyana and Mintgrams; multi-platform work for Toyota, Waves-on-Chain and FootBond.
- Visual identity and event design for Ancient Futures, an exhibition by xtopia and Meta at the Istanbul Archaeology Museums; assisted the creative direction.

[02] EDUCATION

Middle East Technical University (METU), Bachelor of Architecture, 2017 to 2022. Internships at Aboutblank Architecture & Urban Design (2020) and A Tasarım Mimarlık (2019).

[03] SKILLS

Product design · Design systems · Brand identity · UX research · Information architecture · Prototyping · Design for AI-built products

Tools Figma · Claude Code · Claude Design · Framer · Webflow · Adobe Illustrator, Photoshop, InDesign

[04] LANGUAGES

Turkish (native) · English (C2) · German (A2)