

Omer Cavusoglu

Senior Product Designer

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Senior Product Designer with 10 years of experience leading e-commerce site experience, UX strategy, and design systems. Skilled in turning data and research into impactful site strategies that drive engagement, retention, and conversion.

Experience

HEAD Sports / Senior Product Designer

London / Sep 2019 – Present

- Led UX/UI design across two redesigns of head.com, resulting in a 46% increase in conversion rate and 2x revenue growth.
- Owned the end-to-end design process — from user research and strategy to prototyping and final execution.
- Simplified complex product specs and improved usability, leading to a 22% increase in add-to-cart rate.
- Designed data-informed landing pages, product detail pages and navigation structures that increased engagement.
- Monitored KPIs, conducted A/B testing, and implemented data-driven optimizations to navigation, PDP, PLP and checkout flow, improving usability, conversion, and overall brand engagement.
- Collaborated with cross-functional teams (e-commerce, marketing, development) to align design with business goals.
- Took on planning and coordination responsibilities in the absence of a project manager, ensuring progress and alignment across teams.
- Currently working on the new HEAD shopping app, shaping end-to-end mobile experiences from discovery to high-fidelity UI.

Select Fashion / UX/UI Designer

London / May 2017 – Sep 2019

- Led the redesign of the Select Fashion e-commerce site and mobile app, improving navigation, engagement and conversion.
- Designed user journeys, wireframes, prototypes and high-fidelity UI aligned with brand and accessibility standards.
- Ran user tests, analysed behavioural data, and applied insights to improve shopping, product discovery, and checkout flows.
- Partnered closely with engineering, content and marketing to deliver features in an agile environment.

Junior Digital Designer / June 2016 – May 2017

- Designed promotional banners, email campaigns, and social media assets for e-commerce.
- Built a foundation in responsive design and UX by collaborating with developers and senior designers.

Core Skills

UX Design

User research · Wireframing · Journey mapping · Usability testing · Information architecture

UI Design

Design systems · Responsive design · Typography · Accessibility · Visual hierarchy

Tools & Tech

Figma · Adobe XD/Photoshop · Framer · GA4 · AB Tasty · Hotjar · JIRA · HTML/CSS

Methods

A/B testing · Design thinking · Prototyping · Heuristic evaluation · Collaboration

Education

UX Design Short Programme

University of Arts London
2018

Business Administration

Istanbul Kadir Has University
2006 – 2011