PROFILE

A seasoned Product and UX/UI designer based in London. With 8+ years in the design realm, I bring creativity and strategic thinking to the table. Currently, I'm contributing my design expertise to a leading financial tech B2B company, Landbay.

EDUCATION

2025

University College London

Human-Computer Interaction MSc

London, UK

2019 - 2019

General Assembly

User Experience Design

London, UK

2012 - 2016

Yasar University

Graphic Design

Izmir, Turkey

2015 - 2015

University of Szeged

Graphic Design

Szeged, Hungary

SKILLS

UX Research

User Interface Design

Usability Testing

Data Visualization

Prototyping

Presentation

Figma

Adobe Creative Cloud



SIBEL YILDIZEL

UX/UI Designer

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London

EXPERIENCE

2020 - 2025

UX/UI Designer

Landbay - London, UK

Collaborating with diverse teams to understand user needs and business goals.

Conducting research, testing ideas with users and leveraging data to refine designs.

Creating detailed prototypes, wireframes and design systems.

2016 - 2020

Graphic Designer

Landbay - London, UK

Ensured consistent branding, creating impactful ads for print and online.

Managed social media content to maintain a cohesive brand image.

Designed landing pages, websites and email campaigns.

2015 - 2016

Junior Graphic Designer

MrSite - London, UK

Specialised in designing websites on their platform, collaborating with clients from start to finish and delivering detail-oriented design solutions.

2014 - 2014

Graphic Design Intern

Nuova Design Planning - Milan, IT

Performed various design tasks for an Italian design agency including pattern design, packaging design, poster creation and image editing.