Mehmet S. Arslan

Senior Product Designer

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Linkedin Profile Link
Medium Profile Link
Portfolio Website

Senior Product Designer with 6+ years of experience designing mobile and web products in sports betting, horse racing, iGaming, crypto and NFTs. I turn information-dense, regulated products into clear, simple flows. At iddaa.com, daily active users grew **25x in one year** during the move to digital membership, and I reduced incorrect bet placement by **26%**. At Bi'talih, I was part of the team that raised the first-day deposit rate of new members **by 12 pts**. I write PRDs with product managers and build design systems from scratch.

Expertise in:

- Data Analysis
- Information Architecture
- User Flow & Prototyping
- PRDs & Prioritization
- A/B & Usability Testing
- Interaction Design
- Design System Development
- Public speaking, outstanding written and verbal communication

Languages: English (Professional, Fluent), Turkish (native)

Tech Stack: Figma, Adobe CC, FigJam, Miro, Jira, Clarity, Hotjar, Amplitude, Basic proficiency in HTML5, CSS3, JavaScript, AI-assisted design workflows (Figma + Claude, Claude for Design, MCP / Model Context Protocol tooling)

EDUCATION

KOCAELI UNIVERSITY, Turkey
B.A. in Faculty of Fine Arts Painting and Visual Arts
Student Teaching Assistant – Drawing Course, Department of Painting (1 full semester)

CERTIFICATES

UX Design Certificate, Google
Gamified Agile & Scrum Certificate, ACM

VOLUNTEERING

Mosaic Restoration and Recovery - German Fountain, Sultanahmet Square, Istanbul (2016)
Youth Representative - United Nations Humanitarian Summit, Istanbul (2016)
Ceramic Relief Artist Assistant - Public Art Projects, Izmir (2017-2018)

EXPERIENCE

Mar 2026 – Present

Senior Product Designer, Spine Media Network *(Full-time)*

Horse racing and iGaming: Bi'talih (desktop web, mobile web, iOS, Android), Yarıştayız.com and the Yarıştayız mobile app

- Part of a 3-person design team responsible for all three products.
- Bi'talih onboarding completion rose **by 23 pts**.
- After regulation made a deposit mandatory at registration, the first-day deposit rate of new members rose **by 12 pts**.
- Designed **10-15 bank flows**, including contracted-bank and IBAN flows and the rule that withdrawals go only to the depositing account.
- Wrote PRDs with product managers, covering happy and unhappy paths, and took part in prioritization and sprint planning.
- Designed Yarıştayız.com from scratch and continue to design the Yarıştayız mobile app as the product develops.
- Built the design systems for both products from scratch; using Claude Code with Figma MCP cut **about a month of work to 2-3 days**.

Jan 2026 – Present **Product Designer and Partner**, Loqal (Sorato Inc.), San Francisco, remote *(Part-time)*

AI-powered language learning platform where users talk with a lifelike AI character in 177 languages or take full courses in 10; backed by the CEO of Reverso, with an ElevenLabs startup grant

- A founder from Apple's language team noticed my research on multilingual products and AI. After a pre-evaluation presentation I worked four months as a paid freelancer, then received a partnership offer.
- Design all interfaces for the iPhone, Android and Apple Watch apps and LoqalEdu, the schools product.
- Designed and conceptualized the AI Speakers (Loqals) screens and the conversation experiences with the talking AI character, built on the company's own voice and avatar models.
- Designed the free trial, paywall and referral code flows and shaped the subscription strategy with the product team.
- Direct and approve brand identity, App Store visuals and paid ad creative.

Jun 2021 – Feb 2026 **Senior Product Designer**, iddaa.com (Şans Girişim, Demirören Holding) *(Full-time)*

Sports betting

- Was the only designer for the first 1.5 years while the product team grew **from 5 to 18 people** and the UX team from one designer to three plus a manager.
- Built the design system from scratch on my own, improving design team efficiency by **about 30%**.
- Led design for the move to digital membership with a 3-person team; daily active users grew **25x in one year**. Over 4.5 years market share grew **about 5x** and iddaa became the number two brand in the sector.
- Designed the match and odds bulletin, live betting, membership and live streaming products, and worked as both product manager and designer on the streaming live betting project.
- Designed regulation-compliant deposit and bank flows from scratch.
- Ran user research with **about 40 participants**, prioritized the findings and carried them into implementation; engagement increased by **20%**.
- Reduced incorrect bet placement by **26%** by improving the bet slip experience, and cut bounce rate by **17%** through A/B tests.
- Mentored two junior designers.

Dec 2020 – May 2021 **Mid-Level Product Designer**, Bitci, global market *(Full-time)*

Crypto

- Part of a 5-person design team in a 40-person IT organization; designed trading, market tracking, wallet and deposit screens.
- Increased 30-day retention by **12 pts**.
- Cut post-registration churn by **15-20 pts** through campaigns, profile customization and fan token projects with the CRM team.

Jan 2020 – Mar 2021 **Product Designer**, Ginoa.io, Amsterdam, remote *(Contract)*

NFT marketplace and valuation platform with expert NFT valuation, its own collection sold through a crypto wallet, and its own cryptocurrency

- Sole designer in a remote team of 4 founders and 2 product managers.
- Built the design system from scratch on my own.
- Designed all screens for iOS, Android and web from scratch.
- The platforms drew **about 100,000 visits per month**; **25%** of visitors signed up and **65%** of members transacted. A year after launch the company raised **$1M** in investment.

May 2018 – Jun 2019 **Design Intern (UI/UX)**, Decathlon Turkey *(Part-time)*

- Apr – Jun 2019: designed for the mobile app and website and worked with the campaign and CRM teams on the online and in-store membership and loyalty program.
- Started in the store as Sports Leader in the Hunting and Fishing Department (part-time, May 2018 – Mar 2019) before joining the design team.