

# CANSU SAYICI BIRDAL

## DESIGNER OF EXPERIENCES

### WORK EXPERIENCE

#### Senior UX Designer

Elsevier • London, UK 🇬🇧 • Jun 2022 - Present

Since Jan 2025, shaping long-term AI strategy through design for ScienceDirect, Elsevier's top revenue-generating scientific literature discovery database for researchers and librarians.

Previously led design & research for Mendeley, Elsevier's reference management software. Delivered high-value solutions (including GenAI offerings) to boost researchers' productivity within their workflows. Informed product roadmap by advocating for user needs gathered through user research. Worked closely with other designers, as well as tech and product teams to validate and ship designs in rapid iterative cycles. Adopted UX metrics, while strengthening experimentation and product analytics in Mendeley.

During my tenure leading design & research, Mendeley achieved record MAUs, user retention, and YoY growth, with rising user satisfaction. For my impact on Mendeley's increased success, I was honored with an Elsevier-wide award.

#### Senior UX Designer

Commencis • Istanbul, TR 🇹🇷 • Feb 2021 - Apr 2022

Led a team of 5 UX designers on a financial services project for İşbank, Turkey's largest private bank. Drove UX design, strategy, and research for İşCep, the bank's mobile app with 10M+ users. Improved İşbank teams' UX maturity by establishing new workflows and strengthening their product analytics practices.

#### Product Development & Service Design Asst. Manager

Tosla • Istanbul, TR 🇹🇷 • Sep 2020 - Feb 2021

Drove product strategy for Tosla, a social money transfer app. Shaped product priorities with executive stakeholders and translated business goals into design and development. Delivered Turkey's first customizable digital-first cards and a fully digital KYC process during Covid-19. Boosted app ratings in 6 months.

#### UX Designer

IBM iX • Istanbul, TR 🇹🇷 • Dec 2018 - Sep 2020

Consulted Turkey's top telco, healthcare, and finance companies, delivering user research, UX strategy and design for B2B and B2C projects. Engaged frequently with stakeholders, including C-suite, to present and drive project outcomes.

#### UX Designer

Commencis • Istanbul, TR 🇹🇷 • Oct 2017 - Nov 2018

Worked with key clients in industries like finance, travel & transport. Provided UX design & research consultancy, designing for mobile and web platforms.

### CONTACT

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🔗 [portfolio site](#) / [linkedin](#)

### EDUCATION

#### City, University of London

London, UK 🇬🇧 • 2016 - 2017

MSc.Human-Computer Interaction Design, awarded Merit

#### Koç University

Istanbul, TR 🇹🇷 • 2012 - 2016

B.A. English Language & Comparative Literature  
Minor in Media & Visual Arts

#### Rhode Island School of Design

Rhode Island, USA 🇺🇸 • 2013

Summer Institute for Graphic Design Studies

### SKILLS

**Technical Skills:** UX & Product Strategy • Interaction Design • Visual Design • Prototyping • Information Architecture • Design for AI • Accessibility • Qualitative & Quantitative Research Methods • Participatory Methods • Design Thinking • Product Analytics • Service Design Methods

**Soft Skills:** Coaching • Cross-functional Leadership • Empathy • Systems Thinking • Visual, Written & Verbal Communication • Stakeholder Management

### TOOLS

**For my design & strategy work, I often use:** Figma • Miro • Jira • Airtable • Pendo • MouseFlow • Adobe Analytics • OpenAI

**For research & testing, I often use:** Dovetail • Ballpark • Optimal Workshop • Alchemer • Maze



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