

# CANSU SAYICI BIRDAL

DESIGNS AND BUILDS EXPERIENCES

## WORK EXPERIENCE

### Senior UX Designer

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

**Currently, LeapSpace and Mendeley:** Building third-party integrations for LeapSpace, Elsevier's AI workspace for researchers. In parallel, I'm leading UX strategy, design and research for Mendeley, a reference management suite.

**Previously, ScienceDirect (2025-2026):** Partnered with product and engineering teams to shape the long-term strategy of Elsevier's flagship literature database. Led research and design on my own workstreams, including AI offerings and A/B experiments that lifted usability scores and content download rates. Mentored designers and product managers, helping them grow their skills.

**Mendeley (2022-2025):** Drove design and user research to boost researcher productivity and feature adoption. Led UX on the team that brought AI to Mendeley for the first time. Built out UX metrics and analytics practices. Contributed to the product suite's all-time highs in user satisfaction, active users, growth rates. My individual work here was recognized with an Elsevier-wide award.

### Senior UX Designer

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

Led a team of 5 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

📞 +44 7789986723

✉ sayici.cansu@gmail.com

🔗 [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:**  
Figma • Claude Code • VS Code • Codex • Miro • Jira • Pendo • Adobe Analytics

**For research & testing:**  
Dovetail • Alchemer • Ballpark • Optimal Workshop • Maze



[Read my article on UX & analytics from 2021](#)



[Book a mentorship session with me](#)