

JASMIN AYDINLI

Product Designer

UX Research • Interaction Design • Mobile & Web Experiences • Design Systems
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EXPERIENCE

Product Designer — Internet Brands / WebMD Sept 2021 – Present

- Lead end-to-end product design across WebMD, Medscape, ApartmentRatings, and internal enterprise tools, including Task Center, Order Management, and other workflow management applications.
- Designed information architecture, user flows, wireframes, and interactive prototypes for complex enterprise workflows across web and mobile platforms.
- Designed AI-powered product experiences, including review summaries, content discovery, and workflow enhancements for ApartmentRatings community pages, helping users quickly understand resident feedback and key property insights.
- Partnered with product managers, engineers, researchers, and business stakeholders to define requirements, conduct design reviews, and deliver user-centered solutions for complex enterprise products.
- Increased dashboard engagement by 100% through workflow analysis, usability improvements, and iterative design enhancements.
- Improved operational efficiency by **60%** and reduced workflow errors by **80%** by redesigning internal workflows and reducing process friction.
- Presented product concepts, prototypes, and research-backed design recommendations to cross-functional stakeholders and leadership, driving alignment across engineering and product teams.

UX/UI Designer — Lipiddy Feb 2020 – Sept 2021

- Designed user flows, wireframes, and mobile UI screens for early-stage app concepts.
- Collaborated with a small product team and developer to translate product ideas into simple, user-friendly mobile experiences.

Account Manager — Professional Produce May 2015 – June 2020

- Managed client relationships, account details, and stakeholder communication in a fast-paced business environment.

SKILLS & TOOLS

Product Design • UX Research • User-Centered Design • Information Architecture • Interaction Design • Wireframing • Prototyping • Design Systems • Accessibility • Usability Testing • Figma • Miro • Jira • Google Analytics • Hotjar • ChatGPT • Claude

EDUCATION

California State University, Long Beach
B.A. Communication Studies, Minor in Marketing