Sibel Aksoy

Senior Product Designer | B2B Fintech | London, UK

+44 7400 428062 | sibel.yildizel@gmail.com | sibelyildizel.com

Work Experience

Landbay

Senior Product Designer / May 2024 - Present

• Played a key role in developing the company's in-house servicing platform, acting as the sole designer from initial discovery and stakeholder workshops through to design, development and launch.

• Owned end-to-end product design across two Scrum teams, translating complex business, operational and user requirements into intuitive, scalable digital experiences.

• Partnered with stakeholders, Product Managers, Engineers and Data Team to shape product direction, prioritise solutions and drive delivery within an Agile environment.

• Contributed to the early design of the Borrower Portal, exploring user journeys and interactions to simplify complex borrower processes.

• Using Figma Make and Claude Code for rapid prototyping, design exploration and building interactive experiences through design-to-code workflows.

Landbay

Product Designer / May 2020 - 2024

• Co-led the design of a bespoke Broker Portal, contributing from competitor analysis, discovery and broker research through to design, development and launch.

• Designed key user journeys and forms from scratch, translating broker insights and business requirements into intuitive digital experiences.

• Alongside the Broker Portal, took responsibility for continuously improving the internal underwriting portal, optimising workflows and enhancing the experience for internal users.

• Worked closely with developers throughout delivery, providing design specifications and documentation, building atomic design libraries and reusable components to support consistency and seamless implementation.

Landbay

Graphic Designer / Sep 2016 - 2020

• Maintained consistent brand identity across digital and print marketing channels in a marketing team.

• Designed advertising campaigns and promotional assets to support brand awareness and engagement.

• Created marketing websites, landing pages and email campaigns to enhance digital presence and audience engagement.

Skills

Product & UX Design

End-to-end Product Design · UX Research · Usability testing

Design & Prototyping

Figma · Figma Make · Design Systems · Components · Rapid Prototyping

AI & Design-to-Code

Claude Code · AI-assisted Prototyping · Design-to-Code

Visual Design

Adobe Creative Suite · Data Visualisation

Education

University College London

MSc Human-Computer Interaction / Sep 2026

General Assembly, London

User Experience Design / Sep 2020

Yasar University, Turkey

BA Graphic Design / Sep 2016