

Arzu C. Phillips

Product Designer - Game UX/UI Designer

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BIO

I am a product designer with a **MSc in UX Design** and have **over three years of experience** creating user-centred web and mobile experiences in **EdTech, SaaS, AI, e-commerce** and **PC gaming**. I thrive in **fast-paced** environments and enjoy collaborating across teams.

EXPERIENCE

Game UX/UI Designer

Complex Universe

Remote

2024 September - Present

- Designed UI based on limitations within **Unity Canvas** and **Unity UI Toolkit**, enabling game developers to easily implement.
- Created information architecture and user flows to improve navigation.
- Created a **design system** align with the game theme and designed the UX and UI of the whole game.
- Designed **game logo** and multiple other **assets** in the game.
- Designed UX & UI screens of **AAA PC Grand Strategy** game.

Product Designer

Actins

Remote

2024 August - 2026 January

- Created product **showcase video** in Jitter for use at entrepreneur catchment events.
- Create **store listing assets** and presentation style for use in the Shopify App Store.
- A **user guiding** checklist has been added to simplify the first landing experience, along with in app gifts to motivate users.
- Designed a **gamified onboarding flow** for new users of the application, involving credits, app gifts and achievements for completing tasks.
- Created a **tokenized design system** allowing the design system to scale.
- Gained **e-commerce SaaS** experience in a fast paced agile work environment.
- Designed and published product website with **Framer**. Used **Spline** to enhance the website's visual appeal and engagement.

UX/UI Designer

FundingHero

Birmingham, UK

2024 May - 2024 July

- Performed comprehensive **UX audits** and facilitated **benchmark workshops** focused on enhancing the previous product design.
- Incorporating **gamification** features to promote ongoing learning.
- Designed **printable pitch deck canvas** enabling users to generate ideas during workshop sessions.

Product Designer

Feraset Software

Remote

2023 February - 2024 February

- Actively contributed to **+15 mobile application projects** with more than **1 Million active users**.
- Conducted **A/B testing** on subscription pages, resulting in a **50% increase** in subscription conversion rates.
- Contributed **ideation process** was a product still an idea, and actively joined the **product strategy discussions**.
- Created **application logos** for IOS and Android that reflected brand identity.
- Created **motion animations** by using **Jitter** and **Lottie** for splash screens, paywalls and in app interactions.
- Gained **fast paced start up** work environment experience.

TOOLS

- Figma
 - Rive
 - Spline
 - Claude
 - Procreate
 - Jitter
 - Blender

SKILLSET

- Wireframing
 - Prototyping
 - Accessible Design
 - Design Systems
 - Responsive Design
 - Motion Animation
 - User Research Methods
 - User Flows
 - Journey Mapping
 - Usability Testing
 - Personas
 - Information Architecture
 - UX Audits
 - Product Strategy
 - Workshops
 - Cross-functional Teamwork
 - Agile/Scrum
 - Fast Paced Production

EDUCATION

User Experience Design MSc

Birmingham City University, Birmingham, United Kingdom

Sep 2023 - Oct 2024

CERTIFICATIONS

User Experience In Game Design

Epic Games

2026

User Interface In Game Design

Epic Games

2025