

Deniz Kilicci

Product Designer with 4 years of experience managing complex digital environments across early stage SaaS and startups. Expert in digital asset management, design systems, scaling digital libraries, solving complex organizational problems.

Experience

Niche (2025)

Product Designer II - Toronto, Canada

- Led migration of Goodkind's design system to align with Niche's brand guidelines, ensuring a seamless post-acquisition platform transition.
- Designed high-fidelity prototypes for sales demos targeting K-12 market expansion, used in live customer acquisition conversations.
- Managed high-fidelity assets for sales demos, ensuring all project files adhered to established naming conventions and schema.

Goodkind (2023 - 2025, Acquired by Niche)

Lead Product Designer - Toronto, Canada

- Led product design across a multi-product SaaS suite for Higher Ed (video messaging, two-way SMS, AI chatbot, mobile) from early concept through acquisition by Niche.
- Owned end-to-end product design cycles: from market research and early ideation to high-fidelity wireframes, prototyping and developer handoff.
- Initiated a full website redesign and migration from WordPress to Webflow, managing the audit, de-duplication, and re-cataloging of the entire corporate asset library.

Viral Nation (2022 - 2023)

UX/UI Designer - Toronto, Canada

- Designed and launched a cross-device learning platform, enhancing user engagement and improving product accessibility.
- Built and maintained a scalable mobile design system, streamlining the design process and development.

Fund for the Protection of Biodiversity of Ukraine (2022)

Designer - Kyiv, Ukraine (Remote)

- Helped design a responsive website for the fund as well as creating additional visuals for marketing purposes.

Product Designer

hello@denizkilicci.com

denizkilicci.com

Education

Sheridan College

(2020 - 2021)

Digital Product Design, Postgraduate Certificate

Toronto, Canada

George Brown College

(2019 - 2020)

Interactive Media Management, Postgraduate Certificate

Toronto, Canada

Kyiv National University of Construction and Architecture

(2015 - 2019)

Bachelors of Architecture

Kyiv, Ukraine

Skills

Product Design, UX/UI Design, Growth-driven design, Design Systems, User-centred design, Interaction Design, Visual Design, Cross-functional Collaboration, User Research, Rapid Prototyping, Web Design.

Figma, HTML/CSS, JS (basic), Adobe CC, Framer, Webflow, Cursor, Github.