

Deniz Kilicci

Product Designer

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Product designer with 4 years across early-stage and post-acquisition SaaS. Owned product design end to end across a four-product suite as the only designer, then carried that product into a larger organization after acquisition, working alongside an established design and product team.

Experience

Niche, Product Designer II · Jan 2025 - Jul 2025, Toronto, ON

- Owned design for the acquired Goodkind product (rebranded Niche Engage) through its integration into Niche's platform, as the only designer with continuity across both organizations.
- Proposed and won adoption for the migration approach: updating Goodkind's existing design system to Niche's brand rather than rebuilding it. Shipped with one front-end engineer well ahead of the projected timeline, letting Niche's engineers work with familiar component structures immediately.
- Prototyped customer-facing concepts for live client calls and Niche's K-12 market expansion, including a next version of the Goodkind AI chatbot, built in Cursor without engineering support to test demand before a build was scoped.

Goodkind, Lead Product Designer (Acquired by Niche) · Feb 2023 - Jan 2025, Toronto, ON

- Only designer across a four-product Higher Ed SaaS suite (personalized video, two-way SMS/WhatsApp inbox, AI chatbot, mobile), owning every surface from concept through developer handoff.
- Turned rough feature concepts into scoped, shipped product, frequently working from a one-line brief and competitive teardowns rather than requirements.
- Built and maintained the design system all four products shipped on, from component library through usage patterns.
- Acted as product partner to the co-founder: roadmap planning, project scoping, and the day-to-day product questions engineering brought first.

Viral Nation, UX/UI Designer · Jun 2022 - Feb 2023, Toronto, ON

- Lead designer on VN+, a cross-device learning platform for creators and small businesses, shipped across web and mobile.
- Built the product's design system and ran the user research that shaped feature priorities.

Skills

- Design & Product: Product Design, Design Systems, Interaction Design, Visual Design, Prototyping, User Research, Product Strategy, Roadmap Planning, Feature Scoping
- Tools: Figma, Claude, Cursor, Framer, Adobe Creative Suite, HTML/CSS

Education

- Sheridan College · Digital Product Design, Postgraduate Certificate · 2020–2021
- George Brown College · Interactive Media Management, Postgraduate Certificate · 2019–2020
- Kyiv National University of Construction and Architecture · Bachelor of Architecture · 2015–2019