

Design leader with two decades in design. I build products, brands and design systems, along with the teams behind them. Open to leadership roles and hands-on contract work.

WEBSITE

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MOBILE

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LINKEDIN

[alperaytac](#)

EXPERIENCE

Jan 2026 - Jun 2026

Dojo / Design Consultant (Contract)

- * Set design direction for a payments design system used across Web, iOS and Android
 - * Audited the system and ran workshops with 30+ designers, engineers and design leadership
 - * Designed a semantic token architecture, reducing tokens by 66% and colour tokens by 77%
 - * Designed UI uplift concepts showing how the visual language could scale
 - * Mapped four routes forward with effort and trade-offs for delivery
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Oct 2022 - May 2025

Onmo / Head of Product Design & Brand

- * Senior leadership team member at a UK credit card fintech
 - * Led the full rebrand, from strategy to launch
 - * Redesigned the app and website, cutting missed repayments by 32%
 - * Built the design function from the first hire: 2 in-house designers and a network of 5 specialists
 - * Established the design system and the company's first in-house research and testing capability
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Feb 2022 - Sep 2022

British Telecom / Design System Designer (Contract)

- * Designed and delivered a design system used by 400+ designers and engineers
 - * Designed foundations, navigation and core components with full light and dark mode
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Sep 2020 - Jan 2022

SeedLegals / Head of Design

- * First Head of Design for a legal-tech platform used by thousands of startups
 - * Led the design team and direction, working with C-level stakeholders on product strategy
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EXPERIENCE CONTINUED

Feb 2019 - Mar 2020

NatWest / Lead Product Designer (Contract via Publicis Sapient)

- * Designed and shipped mortgage and credit card journeys for the web
- * Moved to the app team to lead design and research on reimagining the mobile app

Oct 2018 - Feb 2019

British Gas / Lead Product Designer (Contract via Publicis Sapient)

- * Improved core mobile journeys for a high-traffic consumer utility app

Jan 2017 - Oct 2018

Howsy (Formerly No Agent, Acquired by Dexters) / Founding Designer

- * Led a complete rebrand and built the design system from scratch
- * Designed the web platform for property managers with the Head of Product

2004 - 2017

Earlier Experience

Product, digital and creative design roles across agencies and startups in London and Istanbul, including leadership positions at FCB, Ocular London and KONG Istanbul. Full history available on [LinkedIn](#).

EDUCATION

2017 - 2018

Google Developer Challenge Scholarship

Front-end Development

2010 - 2014

Istanbul Bilgi University

Visual Communication Design - Full Scholarship

EXPERTISE

- * Design leadership and team building
- * Brand and product design
- * Design systems and foundations
- * Research and evidence-led design
- * AI tooling for design teams
- * Fintech and regulated products