Charles Gul

Product Designer

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PROFILE

Product Designer for B2B tools used by media publishers and by internal sales and support teams. Runs user research and usability testing, designs the UI and builds AI-assisted prototypes in code. Master of Interaction Design (Monash University), ranked first in cohort.

EXPERIENCE

Product Designer
Jun 2024 – Oct 2026

Dailymotion | Melbourne, VIC | Full-time

Sole designer in the Professional Services team, building products around Dailymotion's SaaS video platform. Made product decisions daily with 3 engineers, from feasibility checks to handover.

- Pitched and designed a client quoting platform, then built its front end and design system. In usability tests, over 8 hours of paperwork became a quote and project plan in under 10 minutes.
- Analysed support tickets and redesigned a video search plugin used daily by 300 journalists. Tickets dropped from over 10 a month to under one; the client bought a second product.
- Made an internal video migration tool self-serve after testing with the support teams using it, so they could run and fix migrations without engineers. Error tickets fell from 5–6 a week to none.
- Designed and tested vertical video players with 7 publishers in Europe and Australia, reaching over 500,000 views a month. Reusable player layouts cut delivery from over 2 weeks to 1 week.
- Reviewed player designs with publishers' designers, fixed usability and accessibility gaps and rebuilt them development-ready in Figma. Free rework almost stopped; the rest was billed.
- Built an AI-assisted UX copy checker that cut copy checks from 1 hour to 5 minutes per update, fixed 34 wording issues and 14 inaccurate claims, and gave the design team a rules library.

Freelance Web Designer
Jan 2024 – Mar 2024

Self-employed | Melbourne, VIC

- Researched, designed and launched a booking website for a Sydney business. Online bookings brought over 220 new customers, and the client reported over 20% revenue growth in 2025.

PROJECTS

Life Designer, iOS app for planning ideas and goals
Jan 2026 – Mar 2026

Personal project | App Store

- Designed and built the app solo with AI coding tools, to learn native iOS development and its limits. Shipped 3 feedback-led releases and reached over 50 active users in its first month.

EDUCATION

Master of Interaction Design Feb 2022 – Dec 2023

Monash University | Melbourne, VIC

- Ranked first in the cohort with a WAM of 83.3 (High Distinction average) and received the Best in Studio award, 2023.
- Won Monash's Outstanding Client Project Award 2023 as project lead of Monash Sync, a student feedback plugin, owning product strategy and UX/UI design in a team of 3.

Bachelor of Industrial Product Design Sep 2015 – Jun 2020

Yeditepe University | Istanbul, Türkiye | Academic Excellence Scholarship

- Studied physical product design: concept development, 3D design, ergonomics, rapid prototyping, product testing and user psychology.
- EU-funded Erasmus+ exchange at Howest University, Belgium (2019).
- In a team of 4, interviewed nurses and patients, then designed a 3D-printed adapter, under €1 each, that passed field tests and let Alma Hospitals keep its holders for new bed remotes.

SKILLS

Design: High-fidelity UI, design systems, accessibility, interaction design, wireframes, user flows, component libraries, design tokens, information architecture, UX writing

Methods: User research, usability testing, discovery, workshop facilitation, stakeholder management, design reviews and critiques, Agile

Prototyping in code: HTML, CSS, JavaScript, SwiftUI

AI tools: Claude Code, Cursor, Figma Make

Tools: Figma, ProtoPie, Jira, Confluence, Notion, Adobe Creative Cloud, Blender

Languages: English (fluent), Turkish (native)

CERTIFICATIONS AND COURSES

Google Project Management Certificate, 2024

Human Interaction Design course (online), University of Minnesota, 2020 – 2021

REFEREES

Jean-Baptiste Alary, Head of Dailymotion Professional Services (former direct manager)

Chul Hong, VP Supply and Enterprise Sales, APAC, Dailymotion

Contact details on request.