

MURAT SEYFI

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My 16+ year career has always been focussed on providing an excellent, effortless user experience.

I started out as a self-employed print based graphic and packaging designer, renting a tiny office under a train bridge in my hometown. I helped local businesses with branding, making their menus easier to read and creating stand-out promotional material.

Progressing into digital design during my role at Molton Brown opened my eyes to how exciting the e-commerce and tech industry is. I loved the idea of being able to use data to measure the effectiveness of my work and have the freedom to improve it to get better results. That's not something you have the luxury of doing when working in print.

Most recently I was fortunate to have a direct impact on my community, working as CPO at Erasys in Berlin, who builds ROMEO, Germany's OG queer dating app. Applying the user experience knowledge I've learned throughout my career to a product used daily by the people around me was incredibly rewarding and motivating.

EXPERIENCE

Erasys GmbH | Berlin, DE | 3 years, 6 months

App Product Development

Web Product Development

UX

Leadership

Coaching

Strategy

Motivational Presentation

Business Analysis

Agile Methodologies

User Research

● **Chief Product Officer** January 2022 - September 2023 | 1 year, 9 months

In this unique and rewarding role, I lead the strategic product direction of ROMEO and HUNQZ from user research and design to development, project management, and business analysis. My responsibilities included:

- Gaining a deep understanding of our user's needs and behaviors through user research
- Creating and following a vision and strategy for the product organisation
- Leading the product organisation, supervising and mentoring Product Owners
- Working closely with the founder and other stakeholders to form company goals and making strategies to achieve them
- Manage the company roadmap and ensure it remains a 'source of truth' for all colleagues
- Collaborating with the CTO to establish priorities and dependencies across the business in order to efficiently achieve our company goals
- Leading feature concepts through design and oversee development for all clients ensuring the product remains aligned cross-platform while maintaining a balance of native functionalities
- Collaborating with Comms to market the product effectively and take users on a journey with us

● **Head of Product** April 2021 - January 2022 | 10 months

● **Web Product Owner** April 2020 - March 2021 | 1 year

More overleaf...

Molton Brown | London, UK | 6 years, 3 months

Digital Design UX Design Leadership Coaching Strategy Art Direction
Photoshoots Film Production POS Design Packaging Design

- **Head of Digital Creative, Global Digital** April 2018 - March 2020 | 2 years

Accountable for the visual identity of the Molton Brown digital estate, globally, I lead the campaign process from a digital strategy standpoint, from concept through to campaign go-live.

Working on a strategic level, while still remaining a hands-on designer and a supportive team leader, I work to ensure everything we do is led by the user experience, and encourage other teams in the business to put the customer first.

With a deep understanding of the ever-evolving digital landscape and a close working relationship with the Digital Marketing and the Digital Trade teams, I work to ensure that digital remains at the forefront of the brand's approach to all things creative.

- **Senior Designer, Global Digital** January 2015 - March 2018 | 3 years 3 months

- **Graphic Designer, Creative Services** January 2014 - January 2015 | 1 year

Champneys | Tring, UK | 2 years, 1 month

POS Design Packaging Design Art Direction Photoshoots Digital Design

- **Group Graphic Designer** November 2011 - December 2013

In this challenging, hands-on role I made great progress, both for myself and the brand, being solely responsible for all creative for the UK's leading luxury spa brand. My responsibilities covered print, packaging, art direction, digital, editorial and the management of a junior designer.

Creative Lion | Royal Leamington Spa, UK | 4 years, 2 months

Branding POS Design Packaging Design Digital Design

- **Self Employed Designer** August 2007 - October 2011

Clients include: Rufskin NYC · Bamford · UK Spa Association · Elysium Day Spa · Wine Masters Cyprus · Tarsus Hotel · Millionaires Choice · LookHoney.com

EDUCATION

Agile LAB GmbH
Agile Methodologies (April 2020)

Institute Of Leadership & Management
Team Leading - NVQ Level 2 (August 2015)

London College of Fashion
Colour Psychology Programme (May 2014)

Warwickshire College
BTEC ND Graphic Design with Media and Photography
MMM (July 2007)