

Yiğit Can Muştu

Product & UI/UX Designer | B2B & B2C Commerce Platforms, SaaS Admin Consoles

Istanbul, Türkiye (Remote / Hybrid) | yigit.mustu97@gmail.com | +90 543 636 65 37

yigitmustu.com | linkedin.com/in/yigit-can-mustu-798393211

7+ years

in UI/UX and product design

5 years

primary designer of Lidia Commerce

3 products

Console, Merchant Console, PIM Console

Dozens of flows

most built from zero, B2B and B2C

SUMMARY

Product & UI/UX Designer who turns complex commerce operations into clear, fast interfaces. For 5 years I worked as the primary designer of Lidia Commerce, an enterprise headless commerce platform for B2C, B2B and marketplace businesses. I designed its admin, merchant and product information consoles, created most of their flows from zero and evolved them through multiple major versions. I work end to end, from discovery and user flows to design systems, developer handoff and design QA, and I build working prototypes with Claude Code.

EXPERIENCE

Product & UI/UX Designer, Lidia Commerce

Apr 2021 – Jun 2026

FEUX Digital, Istanbul

Lidia Commerce: enterprise headless and composable commerce platform unifying B2C, B2B and marketplace operations, built in partnership with T&G Workshop.

- Primary designer of **Lidia Console** (platform admin), **Lidia Merchant Console** (seller panel) and **Lidia PIM Console** (product information management), in both **B2B and B2C** editions.
- Designed dozens of **end-to-end flows**, most of them from zero, and evolved them through multiple major versions, including:

Order management

Cancellations, returns and refunds

Ticket management

App and AI agent management

Product pool management

Goal management

Workflow management

Attribute sets and channel sync

- Built a token-based **design system** with shared table, filter, form and empty-state patterns used across all three consoles.
- Owned design decisions on Lidia: set design direction and quality standards, got sign-off from product managers, handed off to frontend and backend teams and ran **design QA** during development.

Client projects at FEUX Digital

- KoçHub Workplace (employee social app, iOS and Android) · Kale Seramik (product catalog and e-commerce) · Kontrolmatik and TEMA Foundation (corporate web)

Freelance Product Designer

Jun 2026 – Present

Self-employed, Remote

- UX/UI design, website redesign and SEO-focused information architecture for service businesses; code-based product promo videos for SaaS products (Remotion).

Freelance UI/UX Designer

2019 – Mar 2021

Self-employed

- Designed websites and interfaces for clients across industries, from brief and needs analysis to delivery.

SKILLS

Product and UX: Product design, UX/UI design, B2B SaaS, enterprise software, admin panels, dashboards, e-commerce, order management, user flows, information architecture, wireframing, prototyping, user research, usability testing

Systems and delivery: Design systems, component libraries, design tokens, responsive web, mobile apps (iOS and Android), developer handoff, design QA, cross-functional work with PMs and engineers

Tools: Figma, FigJam, Framer, Miro, Jira, Claude Code, HTML/CSS prototyping, Remotion

AI: AI agent management UX, AI-assisted design workflow and working prototypes with Claude Code

EDUCATION

Istanbul Plato Vocational School, Visual Communication, Associate degree, 2018

LANGUAGES

Turkish (Native), English (Upper-intermediate, B2)