

Yusuf Alessa

Brand & Product Designer

yusufalessa.com | /yusufalessa | Bē /yusufalessa

Contact

Istanbul, Türkiye

hello@yusufalessa.com

About

Brand and product designer. I build the brand strategy, design the identity, then design the digital product that carries it, from user research to design systems and developer handoff, in Arabic and English. Founder of Design Arabi. Based in Istanbul, open to relocation.

6+	40+	12+	36K+
years in design	projects	industries	community

Work Experience

Founder Design Arabi, design community & podcast — 2024 – Present

- Built and run a 36K+ community spotlighting and curating work by Arab designers.
- Lead the brand and the design of the platform: product, UX and content.

UI/UX & Graphic Designer ID8 Media (agency) — 05/2025 – 05/2026

- Sole UI/UX designer on R8, a live broadcast control platform for MENA TV operators.
- Built the R8 design system and end-to-end flows across its complex product modules.
- Created logos, identity assets and bilingual social campaigns for corporate clients.

Product Designer Elbruz Technologies — 03/2024 – 02/2025

- Designed and shipped Poducer, a live podcast app, on the App Store and Google Play.
- Owned the full UX process across 90+ screens, from user flows to high-fidelity UI.
- Created the logo system and brand assets for the company and Poducer.

Brand Designer Ceaseless — 04/2022 – 01/2024

- Designed logos, brand systems and guidelines for client brands.
- Produced social media and digital ad campaigns, including motion ads.

Graphic Designer Cubedots — 01/2020 – 02/2022

- Produced print, social media and motion assets for in-house real estate projects.

Education & Certifications

BTEC Level 5 HND in Art and Design (Graphic Design) Pearson, Merit — 2026

Google UX Design Professional Certificate Coursera — 2025

UX & UI Design Bootcamp Cradis, 140+ hours — 2025

Core Skills

Brand

Brand Strategy · Visual Identity · Logo Design · Arabic Typography · Brand Guidelines · Art Direction

Product

UX Research · User Flows · Prototyping · UI Design · Design Systems · Usability Testing · Wireframing

Tools

Figma · Illustrator · Photoshop · InDesign · After Effects · Premiere Pro · FigJam

AI

Claude · ChatGPT · Figma Make · Adobe Firefly · Midjourney

Languages

Arabic Native · **English** Fluent · **German** B1 · **Turkish** Advanced