

Oncel Cebeci

Multidisciplinary Designer and Product Builder

I turn complex products, workflows, and emerging technologies into practical systems that ship and scale.

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Bangkok, APAC

Open to relocation / remote

Multidisciplinary designer and product builder with 18+ years across agencies, startups, and global product teams, working across enterprise software, consumer apps, commerce, finance, media, and AI. At 90 Seconds, turned a decade-old video creation platform into one connected product for ordering, production, and content management without disrupting live customer workflows. Recent work applies the same systems lens to AI products for reasoning, evidence, and decision support.

EXPERIENCE

Head of UX & Design - 90 Seconds

Jul 2019 - Present

Global video creation platform for enterprise and small and midsize business teams

Owned design direction across ordering, production, and content management.

Rebuilt a 10+ year-old platform without disrupting live customer workflows.

Designed customer inventory, asset review, approvals, ordering, production tracking, and delivery workflows in one connected platform.

The redesign increased ordering speed 6x and accelerated delivery by 39%.

Simplified enterprise buying, rollout, and operations workflows, supporting funding and growth.

Led 5 designers and partnered with 30+ engineers across a global team.

Lead Product Designer - Nimble

Mar 2016 - Jun 2019

Product studio for startups and enterprise clients

Led multi-regional teams across 17 launches, shaping minimum viable products (MVPs), go-to-market paths, and early product-market fit.

Built scalable design systems and automated their integration, reducing development time by 30%.

Designed a sign-up flow that increased user acquisition by 44%.

Senior Product Designer - BetBull

May 2015 - Feb 2016

London-based betting startup

Designed the core product and minimum viable product (MVP) for a London-based betting startup.

Shaped early product direction and designed investor-facing prototypes.

Designed core product flows that contributed to \$80M+ in funding and strong early retention.

Product Designer - Dwarf Planet / Bundle News

May 2014 - Apr 2015

Digital agency and consumer news product

Designed core reading and discovery experiences as Bundle News grew from minimum viable product (MVP) to category leader on the App Store.

Managed digital assets including websites and 360° campaigns.

Senior Art Director - Alafortanfoni

Feb 2012 - Apr 2014

Global digital advertising agency

Progressed from Junior Designer to Senior Art Director at a global digital agency.

Led creative and design work for 360° campaigns across digital and brand.

Delivered 50+ campaigns and digital experiences for clients including Turkish Airlines, Sony, Coca-Cola, and Vestel.

Contributed to award-winning work including Cannes Young Lions and Crystal Apple.

Art Director - DasIstanbul

Apr 2010 - Jan 2011

Boutique advertising agency

Managed concept development and execution for advertising campaigns across digital and traditional media.

SELECTED WORK

Content Manager: unified asset review, comments, approvals, and delivery in one workspace for creative teams.

Signal News: iOS app that groups news into evolving stories instead of isolated headlines.

Manwe: AI decision system for structured debate, live evidence, and decision reports.

SKILLS

AI SYSTEMS

Agentic workflows and orchestration
Human-in-the-loop, guardrails, trust
Tool use, memory, multi-step flows
Retrieval, ranking, evidence quality
Reasoning, evals, uncertainty
Local and cloud inference

PRODUCT AND DESIGN

End-to-end product ownership
Information architecture
Complex, multi-step workflows
Platform and enterprise UX
Research, prototyping, iteration
Cross-functional leadership

ENGINEERING

Native macOS and iOS apps
TypeScript, React, Next.js
Node.js and data workflows
Local-first and on-device AI

TOOLS

Figma, Framer, Sketch, Adobe CC
Xcode, Cursor, Claude Code, Codex
GitHub, Linear, Notion