

Discovers.
Defines.
Ideates.
Prototypes.
Iterates.
Tests.
Evaluates.

Passionate designer with 10 years of creative problem-solving expertise, dedicated to design user-friendly solutions. Prioritizes simplicity and functionality while striving for innovation.

VOLUNTEERMATCH - Senior Product/UX Designer

San Francisco, CA | July 2015 – March 2023

Product Design:

Conceptualized and designed the Volunteer Engagement Platform, VM Mobile App, Organization Registration Flow, and User Profile. Defined user needs, features, and enhancements. Collaborated on high-level strategic decisions with cross-functional teams, contributing to the full product life-cycle.

User-Centered Experience Design:

Transformed complex admin dashboards and volunteer users' workflows into intuitive user experiences, identifying issues, enhancing features, and testing innovative ideas. Conducted user research, created prototypes, and performed usability testing. Designed user interfaces and a Design System.

Cross-Functional Collaboration:

Managed relationships with nonprofit organizations to understand their unique needs and tailored product solutions accordingly. Worked within two to three-week agile engineering sprints. Managed and facilitated internal and external user feedback programs to gather insights for continuous product improvements.

Data-Driven Decision-Making:

Collected and analyzed complex, large-scale quantitative and qualitative user data to inform data-driven decisions and advocated for product and content improvements to enhance the overall web, responsive, and mobile user experience.

Leadership:

Provided leadership and mentorship to junior designers, supporting their professional growth. Co-organized and facilitated a four-week innovation collaboration to help stakeholders bring innovative ideas to life. Transformed these ideas into features and products. Hosted weekly sync-up meetings to update stakeholders on UX milestones.

WIKIPEDIA - UI/Visual Designer

San Francisco, CA | June 2014 – July 2015

Redesigned the brand-new Wikipedia Store, applying design principles, including layout, typography, information hierarchy, branding, visual design, and color theory for both digital and traditional media.

PRODUCT, UX, UI CLIENTS:

June 2013 – June 2014

Polat Law, UX/UI Web Designer: Designed and coded a custom WordPress site and implemented SEO, elevated the site from the third page to the first page on Google search.

Kalkan Turquoise, UX Designer Consultant: Solved intricate UX issues, resulting in a 45% improvement in search results, and restructured information architecture through content analysis.

MYWEBROOM.COM - Visual Designer

San Francisco, CA | January 2014 – June 2014

Created visual assets for social media & and blog posts. Increased the Designer Section's user satisfaction rate from 42% to %76.

SKILLS

User Research and Analysis:

User Research, Interviews, Surveys
Card Sorting, Experience Maps, Personas
User Journeys

Design Methodologies:

Human-Centered Design, Design Thinking

Information Architecture and Workflow:

Scenarios, Task Flows, Information Architecture,
Workflows

Wireframing and Prototyping:

Wireframes, Rapid Prototyping, Interaction Design

Visual Design:

User Interface Design, Low/High Fidelity Mock-ups,
Design System

Usability and Testing:

Usability Testing, Data-Driven Decision-Making

Agile and Lean Practices:

Lean UX, Agile Methodologies

Additional Skills:

Mentorship, Leadership

TOOLS

Empathy, Pen and Paper, Post-it, Balsamiq, Figma, Sketch, InVision, Miro, UserTesting, Optimizely, HotJar, Lucidchart, Zeplin, Abstract, Illustrator, Photoshop, Sketch, Google Analytics, Trello, Asana, JIRA, Airtable, HTML, CSS.

EDUCATION

Experimental Design, 2015
BAVC San Francisco

Visual Design Foundation, 2013
City College of San Francisco

Web Foundation, 2012
City College of San Francisco

Web Design and Graphics, 2011
City College of San Francisco

BA in Hotel Management and Hospitality, 2000
Akdeniz University