Ayşenur Onaran

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Digital designer and web developer with an architecture background. Experienced in healthcare technology, bridging technical development with user-centered design. Skilled in web development, user experience design, and brand identity, with particular interest in how design systems shape user experiences and power dynamics in healthcare contexts.

Exploring computational design and creative coding through p5.js. Processing, developing audio-reactive visualizations and interactive design experiments that bridge artistic expression with technical implementation.

Education

2019 - 2022 Master of Architecture | Middle East Technical University, Ankara, Turkey
Thesis: My master's thesis examined a post-earthquake rural housing project implemented by Turkey's Housing Development Administration on the Aegean coast of Turkey. The study analyzed how residents adapted state-designed homes to suit their everyday lives and argued that effective design must respond to users' lived experiences and real needs.

2014 - 2019 Bachelor of Architecture | Izmir University of Economics, Turkey

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Professional Experience

2022 – Present (Remote) Web Developer / Digital Designer (Contractor)
Elevate Health Technologies, Huston, TX, USA

Website Design & Development: Designed and built the company website in Webflow, wrote custom JavaScript for interactive features and visual effects.

Brand Identity: Developed the company's complete brand identity—logo design, color palette, typography, and visual guidelines—ensuring consistency across all platforms.

Marketing Design: Created marketing assets including landing pages, brochures, email campaigns, presentation decks, and digital materials using Adobe Creative Cloud suite to communicate product value for healthcare platforms including OnePulse Connect, and Procura Connect.

Video Production: Produced corporate videos using Premiere Pro and Synthesia AI for product demonstrations, tutorials, and marketing content.

Integration & Analytics: Integrated HubSpot for lead management and implemented Google Analytics 4 and Google Tag Manager to track user behavior and inform design decisions.

A/B Testing & Optimization: Conducted A/B testing to evaluate design and content effectiveness, using data-driven insights to improve performance and user engagement.

Medical Documentation & Production: Produced co-branded pharmaceutical infusion protocols and medication guides for healthcare clients using Adobe InDesign, in coordination with clinical staff to ensure accuracy in patient-facing materials.

Microsoft SharePoint Design: Designed and organized internal SharePoint sites to improve team collaboration and information accessibility.

Cross-functional Collaboration: Worked with teams across the organization to align web and marketing initiatives with business objectives.

Freelance Work

2022 - UX/UI Designer & Web Developer

Gebetime | Pregnancy Tracker App (iOS App Store)
UX/UI designer for pregnancy tracking application commissioned by gynecologist. Designed comprehensive information architecture including weekly fetal development tracking, maternal health guidance, birth preparation checklists, and countdown features. Created complete user flows for both baby development and maternal body changes. Collaborated with medical professional for content accuracy and handed off designs to frontend development team for implementation.

RAST | Handyman Services App
Designed and developed mobile application connecting users with local handyman services. Created user interface for service browsing, booking, and provider matching. Developed information architecture for service categorization and user profiles.

Bereket | Food Waste Reduction Marketplace
Designed business-side interface for marketplace application connecting restaurants with consumers to reduce food waste. Completed vendor management system, inventory listing flows, and business analytics dashboard for restaurant partners.

Web Development Projects:
Designed and developed websites and landing pages for multiple international clients including Cubtale, Blinking News, Pharmaceutical Business Review International, and Employment Leaders. Focused on responsive design, content strategy, and user-friendly navigation.

Digital Skills

Frontend Development: HTML, CSS, JavaScript, TypeScript, React, Next.js, Webflow, Tailwind CSS, GSAP, Framer Motion

Design Tools: Figma, Adobe Creative Cloud

Development Tools: Git, GitHub, Netlify, Vercel

Marketing & Analytics: HubSpot, Google Analytics 4, Google Tag Manager, Google Ads, Hotjar

Creative Coding: p5.js, Processing

Other Platforms: Jira, Microsoft SharePoint

Languages

Turkish (native), English (fluent) [IELTS score: 7.5]