

# Ayşenur Onaran

## Web Developer / Designer

Creative web developer with a focus on building websites optimized for conversion.

### Relevant Experience

2022 - present

#### Web Developer / Visual Designer • Elevate Health Technologies

- **Website Design & Development:** Designed and developed the company website using Webflow, integrating custom HTML, CSS, and JavaScript for tailored functionality and visual effects.
- **Integration & Tracking:** Connected the website with HubSpot for lead generation. Implemented Google Analytics 4 (GA4) and Google Tag Manager to track user behavior and gather actionable insights.
- **A/B Testing & Optimization:** Conducted A/B testing to evaluate design and content effectiveness, using data-driven decisions to continuously enhance website performance and user engagement.
- **Marketing Design:** Created marketing assets, including landing pages, brochures, and digital campaigns, to effectively communicate product value.
- **Brand Identity Design:** Developed a cohesive brand identity that reflects the company's values and vision. This included crafting logo designs, color palettes, typography, and overall visual guidelines to ensure consistency across all platforms.
- **Collaboration & Strategy:** Worked closely with cross-functional teams to align website and marketing efforts with overall business goals.

### Education

2024 - present

#### Frontend Development Course • Scrimba

2019 - 2022

#### Master of Architecture • Middle East Technical University

2014 - 2019

#### Bachelor of Architecture • Izmir University of Economics

### Contact

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### Skills

#### Programming Languages

HTML, CSS

JavaScript (ES6+)

#### Currently Learning

Tailwind CSS

GSAP

React

#### Tools & Platforms

Git

GitHub

Netlify

Webflow

Figma

Adobe CC

Google Analytics 4

Google Tag Manager

Hotjar

### Interests

Biking, traveling photography, and cooking. Fascinated by technology and always eager to learn something new.