Göksu Dayan

HOLISTIC PRODUCT DESIGNER

EXPERIENCE

UI/UX Designer

Logiswift | May 2023 - Sept 2023

- Logiswift is a startup that offers end-to-end supply chain visibility and logistic management software solutions. I joined Logiswift as the first design hire in the company's history.
- Designed engaging, intuitive, functional, and visually pleasing user interfaces for websites, several enterprise applications, mobile applications, and other digital platforms.
- Collaborated with cross-functional teams to gather requirements, understand business goals and user needs, and design visually appealing layouts that optimize usability.
- Created brand and design guidelines, and a design system to ensure consistency across different screens, devices, and mediums.
- Designed marketing materials for different teams.

UX/UI Designer

Katch | Oct 2022 - Nov 2022

- Katch is a US-based early-stage startup with less than 20 employees. At the time I joined as the only UX/UI designer on the team, the product was in the private beta stage.
- Designed a Slack prototype to conduct user research and observe user behaviors (never shipped).
- Re-designed several primary features for the Katch iOS app, conducted discussion sessions with the Head of Product and the iOS dev team, and prepared handoffs.
- Worked on product strategy and product-market fit, rapid prototyping, and UX/UI research and design.

Content Writer

Freelance | July 2017 - June 2019

- Translated 193 news pieces and wrote 40 cryptocurrency articles upon extensive research at cryptoversal.com.
- Ghostwritten 53 cryptocurrency articles upon extensive research at h_____d.com

Translator & Researcher

Freelance | July 2016 - June 2021

- Completed 23 jobs with a rating of 4.99/5.00, based on my clients' ratings, on Upwork.

CONTACT

www.goksudayan.com

hello@goksudayan.com

/in/goksudayan

EDUCATION

M.A. in Philosophy

Bogazici University
2017 - 2019

B.A. in Philosophy

Bilkent University
2012 - 2017

SKILLS & TOOLS

Design

Heuristic evaluation
Product design
Prototyping
UI design
UX design
Web design
Wireframing

Research

Competitive analysis
Information architecture
Problem-solving
Product strategy
Usability testing
User interviews

Software

Framer
Figma
HTML + CSS
JavaScript
SASS
Webflow

Learning: React