**Ayse Arslan**

**Fremont, CA, 94539**

***US Citizen***

**OVERVIEW**

* Content design professional with over a decade of experience working in global teams at tech giants like Google, Facebook, and Apple, as well as contributing to projects for international organizations such as the UN, NATO, and the EU. Passionate about delivering world-class content and design solutions to B2B clients.
* Proficient in implementing Agile project methodologies and design sprints to efficiently tackle complex content and design challenges in fast-paced, highly technical B2B environments. Well-versed in various content management systems (CMS) and collaborative team tools.
* Recently, bolstered my expertise with over a dozen training certificates, including IBM Data Science, Deep Learning, Google Project Management, and Data Analytics certificates. These rigorous, hands-on programs have equipped me with the skills to manage end-to-end project processes, making me an even more valuable asset in B2B content design and delivery.

***Tools:*** Github, Jupyter Notebook, MS Sharepoint, MS Office, Jira, Confluence, Figma, Camtasia, several Adobe tools such as Articulate Rise/Storyline

***Programming Languages:*** Python (beginner), SQL (intermediate), HTML 5.0 (advanced), Mark-down (advanced), R (beginner)

***Language Skills:*** German (advanced), English (advanced), Arabic (beginner), French (beginner), Turkish (mother tongue)

**PROFESSIONAL WORK EXPERIENCE**

**Apple, Sunnyvale, CA, USA/Contract (on-site) Mar, 22 – till date**

**UX / Content Designer / Writer**

* Coordinated with B2B customer support teams to gather feedback and insights from customer interactions and incorporated this feedback into content updates and enhancements.
* Delivered main product guidelines, information architecture and process documentation via Github for Apple’s highly technical 3 top-secret products driven by ML-algorithms by collaborating across various cross-functional and software engineering teams.
* Designed UX content strategy for eDiscovery team with a focus on privacy to identify and preserve relevant information during litigation or investigations.
* Developed and maintained custom Drupal modules to extend the functionality of websites and improve overall performance.
* Created and maintained WordPress themes and templates, adhering to best practices for security and responsiveness.
* Implemented SharePoint solutions for document versioning, access control, and streamlined collaboration across departments.
* Developed and maintained a content style guide tailored to B2B clients, ensuring a consistent and cohesive voice across all product and marketing materials.
* Collaborated with legal and compliance teams to ensure that all UX content and product documentation adhered to industry-specific regulations and compliance requirements for B2B customers.
* Created user onboarding materials, including video tutorials, walkthroughs, and tooltips, to enhance the B2B customer experience and accelerate user adoption of the software.

**Maternity Leave/Covid stay-at-home mother Sep 21- Feb 22**

Publication of more than a dozen research journal articles in computing studies

**Google, NY, USA/Contract- remote March, 21 - Aug, 21**

**Lead Content Strategist**

* Created several documentations for information architecture and UX strategies on Figma for video ad-products (Adsense, Adx and Admanager) driven by highly sophisticated and technical algorithms as well as direct-to-consumer subscription experiences to increase consumer engagement and to provide personalized video experiences globally, across apps and connected devices
* Collaborated with product managers to develop comprehensive content guidelines that align with the brand voice and tone for B2B clients, ensuring consistency across all communication materials.
* Crafted clear and concise user guides and FAQs for B2B customers, simplifying complex technical information and ensuring that clients could make the most of our ad-products without extensive training.
* Developed comprehensive user personas and user journey maps to inform content strategy for B2B customers, ensuring a tailored and effective user experience.
* Led the UX content strategy for several video ad-products in collaboration with UX/Content designers and developers.

**Google, CA, USA/Contract-on-site Jan, 19 - Dec, 20**

**Lead Content Developer**

* Managed the development of over a dozen technical tutorials for a host of well-known products such as Duo and Dialer that deliver guided support expertise, business use cases, information architecture, and technical insights to global tech partners
* Led the content development and design of highly technical Google Playstore and Google Appstore trainings for real-time, synchronous web environments for the purpose of training of Global Android engineering teams (overseas in India)
* Collaborated with cross-functional teams to create multimedia content, including videos and interactive modules, to enhance the learning experience for B2B clients.
* Spearheaded the localization and translation of technical content into multiple languages to support a global B2B customer base, enhancing accessibility and reach.
* Developed and maintained a comprehensive knowledge base for B2B customers, ensuring easy access to critical information and support resources.

**Facebook, CA, USA/Contract March, 17 - March 18**

**Platform Integrity Specialist**

* Delivered measurements and statistics of Facebook’s Global Policy Support Team to ensure that productivity and quality targets are being achieved
* Suggested improvements to the overall Facebook user policies by identifying recurring errors in ML-driven automatic data analysis platform
* Worked closely with B2B partners to implement and test beta features of the ML-driven automatic data analysis platform, incorporating their feedback into the final product to enhance its utility for business customers.

***Sabbatical (Book publication) & moving to US***

**Tavistock Institute, London, UK- March, 15 - Sep, 16**

**Lead KM Specialist**

* Led the design of the virtual enterprise collaboration and training platform by means of needs analysis conducted via quantitative surveys, interviews and focus groups

**BNPP, Istanbul, Turkey March, 11 - Dec, 14**

**Head of Digital Learning**

* Managed a team of 3 people in charge of the design and development process for online training courses for IT, Marketing Sales & Support, Internal Audit and Customer Service (>50 courses in 2 year period).which received widespread recognition for launching digital leadership and sales academy across the bank in alignment with BNPP’s global objectives (‘simple and efficient’)

**NATO- Air C2IS Project Working Group, Ankara, Turkey Jan, 10 - Jan, 11**

**Training Supervisor**

* Managed a team of 3 persons for the delivery of the technical content for both computer-based and on-site training for various NATO future systems using an Instructional Systems Design approach such as the Systems Approach to Training, Analysis, Design, Development, Implementation, and Evaluation (ADDIE), or Criterion Referenced Instruction by use of Java technologies embedding adaptable machine learning algorithms.

**European Commission Project (“Lifelong Learning in 3 Dimensional Environments”), London, UK**

**Senior Research AnalystOct, 08 - Dec, 09**

* Created storyboards regarding e-learning courseware as well as documented Standard Operating Procedures and technical documentation for EU accreditation process and internal business function

**United Nations Systems and Staff College, Turin, Italy, July 06 - Oct, 06**

**Short-term Consultant (Summer intern)**

**Responsibilities:**

* Managed modifications to the taxonomy structure, based on requirements from the UN Country Programme Support Group, keeping in mind information management principles

**Ernst & Young, Istanbul, Turkey June, 03 - June, 05**

**Senior Business Consultant**

* Delivered and participated at the business advisory support solutions; providing business process and application control reviews and general IT control reviews, control assessments and recommendations for a number of multinationals, Turkish banks and production companies and produced highly technical documentation regarding several industries

**ACADEMIC WORK EXPERIENCE**

**IBM, Istanbul, Turkey - Jan, 09 - Mar, 13**

**Researcher- remote**

**Responsibilities:**

* Conducted mixed-method research study on IBM CSC Program- IBM’s global voluntary service program for top IBM performers- on the strategic use of social media and other digital tools to advocate for ICTs contributions to the developing world

**Bogazici University, Management Information Systems Department, Istanbul, Turkey- March, 10 - Mar, 15**

**Adjunct Faculty Member (On-site)**

**Responsibilities:**

* Lectured senior level and graduate students on enterprise content management systems and content design methodologies for both B2B and B2C clients

**UOC (Unesco Chair in E-learning), Barcelona, Spain- Jan, 07 - Jan, 10**

**Adjunct Faculty Member/ Online lecturer(remote)**

**Responsibilities:**

* Lectured two courses on essentials of information systems for a certificate program accredited by the EU

**EDUCATION:**

* Masters in Technology Policy, Cambridge University 2015
* M.Sc. in Learning & Technology, University of Oxford 2006
* B.Sc. in Management & Information Systems, Bogazici University 2003

**AWARDS:**

* American Research Foundation 2016
* Brandon Hall 2013
* BNPP Corporate Award 2013