

# **KURT DURAN YALCIN**

## **UX RESEARCHER**

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### **EXPERIENCE**

#### **SR UX RESEARCHER, FutureFuel.io, Mar 2019 – Present**

- Manage product design team (2 senior product designers and 1 design intern)
- Lead all research to inform products like a greenfield donation tool for student debt relief
- Cultivate an organization dedicated to qualitative research hosting org brainstorms
- Set UX budget to execute efficient and frequent evaluative and generative research
- Ran beta tests for new product launch and reduced onboarding time by 11 minutes

#### **DESIGN MENTOR, DesignLab, Jan 2019 – Present**

- Advise design students in one-on-one bootcamps as their mentor and instructor

#### **UX MANAGER, Advance Local, Sept 2018 – Mar 2019**

#### **UX DESIGNER, Advance Local, Jan 2017 – Sept 2018**

- Managed 2 UX Designers and worked to build a data-driven design culture
- Increased perceived organization of site by 32% through multivariate prototype testing
- Conducted a week-long diary study with 5 site visitors during Senate election
- Ran content usability tests with readers to increase marketing copy clarity
- Led guerrilla testing with participants to understand the range of news reading behavior
- Designed album interface that increased CTR to galleries by 1% in next month
- Created 10+ surveys and analyzed 5600+ open text responses

#### **UX ARCHITECT, Hearst Newspapers, Nov 2014 – Dec 2016**

- Moderated 1:1 usability testing with 35 app users in Albany, Houston, and SF
- Analyzed 35+ hours of qualitative recordings from prototype test
- Rearchitected reader's profile management system
- Sketched, wireframed, and designed prototypes to explore new site templates

#### **UX DESIGN TEACHER'S ASSISTANT, General Assembly, Nov 2014 – Feb 2015**

- Assisted teacher in leading part-time user experience design course

#### **UX DESIGNER, Freelance, Aug 2014 – Nov 2014**

- Created wireframes for ALICE's employee-facing app
- Streamlined the flow of Poncho's referral program

#### **MARKETING STRATEGIST, Skillshare, Sept 2013 – Feb 2014**

- Measured and optimized email and social media ad campaigns
- Implemented A/B tests and increased class enrollment by over 300%

#### **COMMUNITY MANAGER, UGallery, Mar 2012 – Jun 2013**

- Grew Pinterest following from 200 to 1.5 million+ and Instagram from 0 to 24k+
- Authored all marketing copy and blog content

### **EDUCATION**

**PRATT INSTITUTE: M.S. Information Experience Design, Aug 2016 – May 2018**

**NYU: B.A. Journalism & B.A. Urban Design, Sept 2007 – May 2011**