

# KURT DURAN YALCIN • USER EXPERIENCE DESIGNER

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## UX DESIGNER, Advance Local, Jan 2017 – Present

PROJECTS: Gallery & Slideshow Design, Homepage Redesign, Ad Intrusiveness Research

- Lead brainstorm sessions and facilitate collaboration with team to design new tools
- Conduct user research on reader-facing products to recommend design improvements
- Increased average photo gallery CTR by one percent with new signifier design

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

PROJECTS: Digital Paymeter, Premium Subscription Flow, Desktop Video Player, Gigya Single Sign-On Integration, San Francisco Chronicle iOS app

- Sketched, wireframed, and designed prototypes to explore new site templates
- Developed navigation, information organization, and interactions for iOS app
- Moderated, planned, and conducted usability tests and analyzed research findings
- Rearchitected reader's profile management system
- Spearheaded design team workshops and innovative brainstorm sessions

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

PROJECTS: Buttr iOS App, Alice Employee iOS App, Poncho Referral Program (Betaworks), St. Francis College Library Research, Bonbite iOS App Design

- Created wireframes for ALICE's employee-facing app
- Streamlined the flow of Poncho's referral program
- Developed app for Bonbite's lunch delivery service
- Acted as a Teacher's Assistant for a General Assembly UX Course
- Built and launched the kitchen timer app Buttr

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

- Planned and executed marketing calendar
- 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

- Redesigned website branding and marketing assets
- Grew UGallery's social media into the millions
- Authored all marketing copy and blog content

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

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