

KURT DURAN YALCIN

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EXPERIENCE

UX ARCHITECT, *Hearst Newspapers, November 2014 – Present*

- Conduct usability tests on prototypes to improve and iterate on designs
- Develop navigation, organization, and interaction specifications for mobile app
- Analyze insights from quantitative surveys and qualitative interviews
- Annotate wireframes with functionality specifications for engineering team
- Facilitate creative brainstorming for future designs

UX DESIGNER, *Freelance, August 2014 – November 2014*

- Designed wireframes for ALICE's employee-facing app
- Streamlined the flow of Poncho's referral program to prepare for launch in new cities

UX DESIGNER IN RESIDENCE, *General Assembly, September 2014 – January 2015*

- Participated in assessment and performance reviews
- Mentored students and delivered feedback on class projects

MARKETING STRATEGIST, *Skillshare, September 2013 – February 2014*

- Developed, planned, and executed email marketing calendar
- Monitored, reported on, and optimized Facebook paid acquisition

COMMUNITY MANAGER, *UGallery, March 2012 – June 2013*

- Designed website assets and contributed to new site, logo and branding redesign
- Grew UGallery's social media following into the millions

EDUCATION

PRATT INSTITUTE, *August 2016 – Present*

M.S. Information Experience Design

GENERAL ASSEMBLY, *June 2014 – August 2014*

User Experience Design Immersive

NEW YORK UNIVERSITY, *New York, NY, September 2007 – May 2011*

B.A. Journalism/B.A. Urban Design and Architecture Studies

SKILLS

Wireframing, Axure RP, Prototyping, Usability testing, User flows, Site maps, User research, Sketch for Mac, Principle for Mac, Competitive Analysis, Persona Creation, A/B Testing, HTML, CSS