

KURT DURAN YALCIN / UX DESIGNER & RESEARCHER

kyalcin@gmail.com / 443.610.5268 / www.kurtyalcin.com

EXPERIENCE

UX MANAGER, Advance Local, Sept 2018 – Present

PROJECTS: Digital Paymeter/Subscription Service, Gallery & Homepage Redesign, Advertising Intrusiveness Research

- Lead collaborative brainstorms to design new content management tools for journalists
- Direct 1:1 user interviews with digital subscribers to drive business strategy
- Manage 2 UX Designers and work to build a data-driven design culture

UX DESIGNER, Advance Local, Jan 2017 – Aug 2018

- 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 a content usability test with 10 readers to increase marketing copy clarity
- Led guerrilla testing with participants to understand the range of news reading behavior
- Tested variations of a photo gallery embed through 37 unmoderated remote user tests
- Delivered a design that increased CTR to galleries by 1% the following month
- Created 10+ surveys and analyzed 5600+ open text responses

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

- 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 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
- Built and launched the kitchen timer app Buttr

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