

# Kurt Duran Yalcin

Design Researcher & Manager | [www.kurtyalcin.com](http://www.kurtyalcin.com) | Santa Barbara, CA

I am a senior designer with a passion for research. I have 10 years experience working in an array of industries including publishing and FinTech. I'm comfortable managing design teams and working cross-functionally to drive internal alignment around a shared design vision.

## Experience

FutureFuel.io | Series A start-up (25-50 employees)

**Head of Design & Research | Aug 2020 — Present**

**Senior User Experience Researcher | Mar 2019 — Aug 2020**

- Grow and manage product design team of 4
- Maintain Storybook design system with engineering team
- Lead generative and evaluative research efforts
- Blend qual & quant data for product improvement
- Run A/B tests with Google Optimize and HotJar
- Reduced onboarding by 11 minutes post beta test

DesignLab & IDF | EdTech platform

**Design Mentor | Jan 2019 — Present**

- Advise students in 1-on-1 sessions as mentor & instructor

Advance Local | Large national media group (350 employees)

**Head of Design & Research | Sept 2018 — Mar 2019**

**Senior User Experience Researcher | Jan 2017 — Sept 2018**

- Managed and hired for user experience design team of 3
- Increased perceived organization of site by 32% with testing
- Conducted a diary study with 5 readers during Senate election
- Designed interface that increased CTR to photo galleries 1%
- Run A/B tests with Google Optimize and HotJar
- Created 30+ surveys and analyzed 5400+ open text responses

Hearst Newspapers | Leading media company (3000 employees)

**User Experience Architect | Nov 2014 — Dec 2016**

- Moderated 1:1 usability testing in Albany, Houston, and SF
- Analyzed 35+ hours of recordings from prototype test
- Rearchitected reader's profile management system & SSO
- Sketched, wireframed, and designed prototypes

betaworks (Poncho), Alice App | Multiple start-ups and incubators

**Freelance User Experience Designer | Aug 2014 — Nov 2014**

Skillshare | EdTech platform

**Marketing Strategist | Sept 2013 — Feb 2014**

UGallery | Online art gallery

**Marketing & Community Manager | Mar 2012 — Jun 2013**

Bloomspot | Daily deals website

**Copywriter & Designer | Jun 2011 — Dec 2011**

## Education

Pratt Institute

M.S. Information Experience Design

GPA 3.975 | Aug 2016 – May 2018

General Assembly

User Experience Design Certificate

Apr 2014 — Aug 2014

New York University

Dual B.A. Journalism & Urban Design

GPA 3.583 | Sept 2007 – May 2011

## Tools

Jira

Miro

Mixpanel

Figma

Sketch

Plant Plugin

Invision

MailChimp

PlaybookUX

Amplitude

Confluence

HotJar

UserTesting

User Interviews

Google Optimize

Google Analytics

Adobe Illustrator

Adobe Photoshop

Powerpoint

## Writing

"Not Just a Pretty Picture Part Two: Testing A Visual Literacy Program for Young Children)," Journal of Documentation  
[medium.com/@kurtsy](https://medium.com/@kurtsy)  
[kurtsy.substack.com](https://kurtsy.substack.com)

## Social

[linkedin.com/in/kurtsy](https://linkedin.com/in/kurtsy)

[github.com/kurtsy](https://github.com/kurtsy)

[@kurtsy](https://instagram.com/kurtsy)

[twitter/@kurtduranyalcin](https://twitter.com/kurtduranyalcin)

## Contact

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References available upon request