

KURT DURAN YALCIN // PRODUCT DESIGNER (UX)

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EXPERIENCE

ADVANCE DIGITAL INC // UX DESIGNER // Jan 2017 – Present

PROJECTS: Photo gallery & multimedia slideshow designs, Ad Intrusiveness Research

- Led brainstorm sessions and facilitated collaboration with team to design new admin
- Increased average photo gallery click through rate by one percent with new design
- Researched user experience around galleries to recommend iterative improvements

HEARST NEWSPAPER // UX ARCHITECT // 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 brainstorms

FREELANCE // PRODUCT DESIGNER // 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

SKILLSHARE // MARKETING STRATEGIST // 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%

UGALLERY // COMMUNITY MANAGER // 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

EDUCATION

PRATT INSTITUTE // M.S. Information Experience Design // Aug 2016 – Present

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