

# KURT DURAN YALCIN

## User Experience Designer

### EXPERIENCE

#### UX ARCHITECT

Hearst Newspapers  
Nov 2014 – Present

Sketch, wireframe, and design prototypes  
Develop site navigation, organization, and interactions  
Conduct usability tests and analyze research findings  
Facilitate creative brainstorming on future designs

#### UX DESIGNER

Freelance  
Aug 2014 – Nov 2014

Created wireframes for ALICE's employee-facing app  
Streamlined the flow of Poncho's referral program  
Developed app for Bonbite's lunch delivery service

#### UX DESIGN TA

General Assembly  
Sept 2014 – Jan 2015

Participated in assessment and performance reviews  
Mentored students before and after class  
Delivered feedback on student assignments

#### MARKETING STRATEGIST

Skillshare  
Sept 2013 – Feb 2014

Planned and executed marketing calendar  
Measured and optimized campaigns  
Implemented A/B tests

#### 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

### EDUCATION

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

GENERAL ASSEMBLY / User Experience Design Immersive / Jun 2014 – Aug 2014

NEW YORK UNIVERSITY / B.A. Journalism & B.A. Urban Design / Sept 2007 – May 2011