

Gulbahar Okuyan-Waugh

Experience Designer

Snapshot

UX designer based in **Milan, Italy and Washington, DC** with more than 8 years' experience in business development, project management, marketing, and strategy.

Experience

UX Design & Marketing Consultant 2018-2012-2015

NYC, DC, AND MILAN, ITALY

Consult on branding, website design, social media management and marketing, visual merchandising, and ecommerce platforms.

Visual merchandising initiatives have created more than 150% increase in sales.

Business Development Manager 2015-2018

WORLD COUNCIL OF CREDIT UNIONS, WASHINGTON, DC

Directed business development department to meet or exceed annual targets of \$7-\$9 million. On target to exceed current year's target by 133%. Promoted in 2015 to senior management.

Redesigned and led transformation of department structure and strategy, which led to a global partnership with the Bill & Melinda Gates Foundation in East Asia.

Oversaw department marketing efforts, including web and print leading to an increase in page views by 45%.

Designed and implemented SharePoint site.

Business Development 2010-2015

VARIOUS NGOS, WASHINGTON, DC

Led multinational teams of 2-15 staff and consultants to acquire more than \$79 million across three companies.

Trained staff and interns on business development and marketing, focusing on US government contracts within the economic growth and international development sector.

Contact

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[okleyla](#)

in [gulokuyan](#)

Technical Skills

Design: PhotoShop, Illustrator, InDesign

Prototyping: Sketch, Figma, Balsamiq

Coding: HTML5/ CSS/ JavaScript

Education

MBA, Product Development and Innovation

2019 | SDA BOCCONI, Milan, Italy

BA, International Affairs and Economics

2010 | GEORGE WASHINGTON UNIVERSITY

Study Abroad: Bogazici University - Istanbul, Turkey

Designer Track

2017-2018 | BLOC

Languages

English: Fluent;

Turkish: Intermediate;

Spanish: Basic;

Italian: Beginner

Volunteering

Board Member, Volunteers for Economic Growth Alliance, 2015-2018