

# YAREN ÇAPAROĞLU

METU - CEIT Student

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## SUMMARY

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Final-year CEIT student at METU focusing on Business Analysis, with experience in UX/UI and user-centred problem solving. Currently contributing to an AI-supported learning platform as a BA & UX Designer, working on user flows, research, dashboards and Agile requirements. With international experience gained in the U.S., I bring adaptability, communication and cross-functional collaboration skills. Aiming to grow in Business Analyst roles within innovative and digital product teams.

## EXPERIENCE & PROJECT

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### Member of Corporate Relations - METU Management and Innovation Society

Nov 2023 - Apr 2024

- Actively communicated with companies to build and maintain professional partnerships
- Contributed to organizing events, sponsorship processes, and corporate collaborations
- Supported outreach activities to strengthen the society's industry network

### SEO Intern - Simur Digital

Mar 2024 - Jun 2024

- Actively utilized Google Search Console (GSC) to monitor site health, indexing status, and Core Web Vitals.
- Conducted in-depth site crawls using Screaming Frog to identify and report technical issues like broken links, missing meta tags, and title errors
- Prepared SEO-optimized copy and performed page translation while strategically integrating target keywords to support content localization efforts.

### Digital Media Volunteer - Turkish Intelligence Foundation

Sept 2024 - Febr 2025

- Managed the foundation's online presence (Instagram, LinkedIn, Twitter), directly contributing to its digital footprint and public image. Designed content aligned with the organization's tone and target audience, a function related to digital footprint monitoring and brand awareness
- Designed visual and written posts aligned with the organization's tone and target audience.
- Assisted a workshop instructor during the Intelligence and Talent Congress by coordinating logistics and supporting participant engagement.

### ISKUR Youth Program - Part-Time Student Assistant

Oct 2025 - Present

- Supported academic and administrative operations within the Faculty of Education
- Assisted with documentation, coordination, and faculty-based workflows
- Developed time management, workplace discipline, and teamwork skills

Middle East Technical University Development Foundation– Instructional Support Intern	Oct 2025 - Present
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- Supported classroom activities under the guidance of experienced teachers
- Assisted in lesson preparation and instructional material development
- Gained hands-on experience in classroom management and student engagement

AI-Supported Learning Platform (Graduation Project) - Business Analyst & UX/UI Designer	Oct 2025- Present
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- Designed user flows, wireframes and high-fidelity Figma screens.
- Conducted user testing sessions and evaluated usability feedback.
- Collaborated with front-end and back-end developers to clarify feature requirements.
- Analyzed student activity data using SQL and visualized learning patterns via dashboards.
- Supported integration of AI-powered features.

## EDUCATION

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Bachelor of Computer Education and Instructional Technology, METU (2020 - 2026 June)

## SKILLS

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- Team Collaboration & Communication
- Programming Fundamentals: Python, Java, HTML, CSS
- Canva
- Figma
- Web Awareness & Content Management
- SQL (joins, queries, relational schema, database design)
- MS Excel, Word
- B2B SaaS Product Thinking
- Web Content Writing
- Instructional Material Design
- Role-Based UX

## CERTIFICATIONS

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- Unilever - Customer Understanding and Digital Marketing Channels
- Microsoft - Business Analysis Fundamentals
- METU Honor Student (Fall 2025, Spring 2025, Fall 2026)
- UI-UX Design - BTK Akademi
- Summer Camp – Miracles of Sprouts: Technology and Innovation Vision Education Program

## LANGUAGE

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- English - B2