

# Demet Şentürk

## UX/UI Designer

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### EXPERIENCE

#### **LEAD PRODUCT DESIGNER (2020 - PRESENT)** SIGNIFICARD, LLC / CONSUMER GOODS

- Joined the founding team to lead the product design from the initial logo design to the full product launch
- Led weekly product meetings to discuss UI changes and implementation including the deployment of new features with developers
- Conducted multi-stage usability testing, user interviews, and surveys to identify pain points and optimize web flow

#### **PRODUCT DESIGNER (2020 - PRESENT)** ALL THINGS ANALYSIS, LLC / ONLINE MEDIA

- Created the minimum viable product in order to meet deadline for the initial soft-launch
- Conducted real-time testing on the initial product to discover user trends and pain points
- We rebranded and launched a new platform that addressed the user needs and optimized the user experience
- Implemented a responsive design after observing user data and recognizing that over 60% of people were visiting the site via mobile browsers

#### **PRODUCTION ASSISTANT (2018 - 2020)** WRIGHT PHOTO STUDIOS / PRODUCTION

- Collaborated with the head photographer/videographer to produce high-quality productions, such as documentaries, informational videos, marketing brochures and ads for local magazines, newspapers, construction companies and universities
- Covered events independently or as a team using DSLR cameras, drones, and other equipment when appropriate
- Edited photos and videos in Lightroom, Photoshop and Final Cut Pro
- Worked as a team to communicate with clients and create a positive outcome for all parties involved

#### **SOCIAL MEDIA INTERN (2017 - 2018)** PAGIO, INC / PUBLISHING

- Met clients, managed the cover photos of the magazine, and updated all social media pages such as Facebook, Twitter, and Instagram
- Worked with Sales, Design, and Event Planning departments to meet monthly deadlines for publishing
- Designed original ads for restaurants and bars using Adobe Creative Suite
- Managed the magazine blog and incorporated feedback from customers to create a successful product

### EDUCATION

#### **CLARK UNIVERSITY, BA** WORCESTER, MA / 2013 - 2017

#### **DESIGNLAB, UX ACADEMY** ONLINE / 2020 - 2021

### SKILLS

**Design:** Illustration & UI graphics • Strategy • User flows • Conceptualization • Wireframes & mockups with Sketch and Figma • Styleguides

**Prototyping:** Rapid prototyping • Interactive flow with Figma

**Research:** Data analysis • User Interviews • Task analysis and Persona hypothesis • A/B testing

**Soft Skills:** Detail Oriented • Collaborative • Curious • Empathetic • Flexible