

TUBA OZKAN

Product / UX Designer

EXPERIENCE

Product Designer

Codecademy | April 2020 - Present

- Built a product experience that empowers people to transform their careers by learning modern skills.
- Conducted user research, interviewed with over ten users, and made user journey maps to understand our learners' needs better.
- Created user flows and wireframes to build user interface mockups and prototypes.
- Designed habit-forming interactions for users with diverse needs to help set goals and feel motivated throughout their learning journey.
- Run ideation sessions within a multidisciplinary team, including product managers, engineers, curriculum developers, marketing experts, and designers.
- Conducted usability tests and user research analyses.

Product Designer

Animoto | April 2019 - April 2020

- Used user-centered design principles and system thinking tools to identify, simplify, and solve complex problems.
- Shaped the high-level strategic decisions and contributed to product design strategy.
- Optimized video editing experience of Animoto's web-based and mobile video creation platform by conducting user research and redesigning the overall user experience in 6 months. Reduced the time spent by new users to create their first video from 150 min. to ~30 min.
- Interviewed with over fifty users; tested over fifteen low fidelity wireframes and high fidelity prototypes iteratively.
- Integrated user feedback and business requirements into design decisions.
- Worked in a cross-functional team, collaborated with engineers, product managers, user researchers, product, and motion designers to find the best solutions to design challenges.

Product Designer

Teknikio | August 2018 - April 2019

- Researched, ideated, and prototyped new kit concepts that aimed to teach young children about robotics and programming.
- Led workshops with fourteen children to test the usability of new kits.
- Prepared digital instructional and packaging materials.

Digital Designer

Parsons School of Design | August 2017 - June 2018

- Built digital materials and tutorials for an educational research project.
- Worked as visual design lead for the MIT Press book "Iterate: Ten Lessons on Design and Failure."

Physical and Digital Designer

Self-employed | January 2013 - September 2017

- Developed a variety of digital materials from diagrams & 2D drawings to 3D renderings for architectural projects in different scales.
- Designed office interiors and managed construction sites.
- Created print materials for Istanbul Design Biennial.
- Attended design competitions in collaboration with engineers, architects, and visual designers.

CONTACT

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EDUCATION

MFA in Design & Technology

Parsons School of Design

2016 - 2018

MSci in Architectural Design

Istanbul Technical University

2012 - 2015

BArch in Architecture

Mimar Sinan Fine Arts Uni.

2007 - 2012

SKILLS

Software

Adobe CC, Figma, Miro, Sketch, Invision, Framr, Autocad, Sketch Up

Methods

User Research, User Testing, Storyboarding, Wireframing Prototyping

Programming

Html, CSS, Javascript, Arduino P5.js, Node.js, three.js, WebAR

Fabrication

3D Printing, Laser Cutting, Model Making

AWARDS

AR in Media, Fellowship

AE Networks & NYC Media Lab | 2019

AI in Healthcare, Fellowship

Publicis Health & NYC Media Lab | 2017

1st Prize (in 354 projects)

Natural Stone Design Comp. | 2015

Education Grant for Designers

Turkey Ministry of Economy | 2016

Mention Prize (in 198 projects)

Halys River Bridge Design Comp. | 2016