tubaozkan.com

Product Designer

CONTACT

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EDUCATION

MFA in Design & Technology
Parsons School of Design

MSci in Architectural Design
Istanbul Technical Uni.

BArch in Architecture
Mimar Sinan Fine Arts Uni.

SKILLS

Strengths
Product Strategy, Critical Thinking,
Adaptability

Tools
Adobe CC, Figma, Miro,
Sketch, Invision, Framer,
usertesting.com

Methods
Research, User Interviews, Usability
Testing, Storyboarding, Wireframing,
Prototyping

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

RECENT EXPERIENCE

Codecademy · Product Designer · 04/2020 - Present

- Created user flows and wireframes to build user interface mockups and prototypes to communicate and test design decisions at various stages of the process.
- Collaborated with product managers, researchers, engineers, and cross-functional stakeholders to understand requirements to provide thoughtful solutions.
- Conducted research and leveraged data to identify user needs & motivations and integrate user feedback into product updates.
- Advocated for human-centered design and business decisions impacting product and brand experience.

Animoto · Product Designer · 04/2019 - 04/2020

- Influenced the company's two-year product strategy as the lead designer in a team tasked to rethink the product experience holistically for desktop and mobile platforms (IOS).
- Communicated complex concepts clearly across different audiences.
- Optimized main user flows and designed intuitive product experiences to help users create social videos faster and easier.
- Interviewed with over fifty users; tested over fifteen low fidelity wireframes and high fidelity prototypes iteratively in collaboration with a user researcher.
- Integrated user feedback and business requirements into design decisions.
- Partnered with cross-functional peers, contributed to design-system, and developed strategies that standardize and expedite implementation.

Teknikio · Product Designer · 05/2018 - 04/2019

- Worked with product manager and engineers to turn user insights and business needs into products that drive balanced business value through a process of rapid exploration, product definition, and product validation.
- Ideated and iterated on experiences for new product initiatives in Teknikio's ecosystem.
- Rapidly produced multiple concepts and prototypes, brought ideas to life by sketching and creating high-fidelity mockups and interactive prototypes.
- Led research sessions with children (from age 8 to 13) to test the usability of new kit ideas.
- Designed instructional print materials.