

Gonca Onusluel Hepekiz

UX Designer

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SUMMARY

UX designer with 5+ years of expertise in wireframing and prototyping using design tools like Figma, Sketch, Adobe XD, and InVision. Skilled in driving A/B testing processes toward improved outcomes, leveraging strong problem-solving abilities and rich experience with design trends, front-end technologies, cloud products, and agile development. Experienced in design library improvement, maintaining component consistency, and addressing accessibility concerns to ensure inclusive user experiences across projects. Excels in clear communication with cross-functional teams, contributing to effective collaboration and alignment. Passionate about human-computer interaction, delivering innovative solutions for B2B, SaaS, e-commerce, marketing websites, and learning management design challenges.

WORK EXPERIENCE

TD SYNnex | *UX Designer*

Remote | August 2021 - November 2024

- Identified user needs to enhance product designs; crafted solutions for cloud computing, e-commerce, corporate websites, mobile applications, and learning management systems.
- Demonstrated strong collaboration skills by working closely with cross-functional teams and stakeholders to guide design requirements and develop user interfaces (UIs), wireframes, and prototypes.
- Implemented design systems and libraries, providing reusable product components that streamlined development processes.
- Enhanced conversion rates by revamping the SaaS user onboarding process and redesigning our cloud-based collaboration platform.
- Played an important role in redesigning the corporate website with improved UX and increased customer satisfaction.
- Provided AI-supported HTML CSS development support for marketing emails and custom banners, streamlining design iterations and improving campaign efficiency.

Vaco LLC | *Legal Remover on-site at Google*

Austin, TX | January 2020 - July 2021

- Exceeded daily targets by removing 150+ harmful online materials while ensuring legal compliance.
- Analyzed 4000+ legal complaints with 100% accuracy over 6 months.
- Discerned patterns to enhance AI training methodologies.

Namtas Concrete Block Machines | *Senior Industrial Designer*

Izmir, Turkiye | October 2013 - July 2019

- Conducted user research and gathered data to improve the ease of use of the control panel's user dashboard for concrete block machines, enhancing operator efficiency and satisfaction.
- Utilized ERP for scheduling in supervising the production team for concrete block mold manufacturing, resulting in a 15% increase in production efficiency and streamlined operations.
- Implemented CAD/CAM design for prototyping, minimizing errors, and enhancing final product quality.
- Revamped website design, resulting in a 25% increase in user engagement and a strengthened brand identity within 3 quarters.

- Organized course materials for Interactive Technology Design and offered tailored tech support to students.
- Demonstrated proficiency in creating interactive prototypes utilizing Arduino, contributing to the hands-on learning experience of participants.

EDUCATION

Delft University of Technology | MSc, Design Research for Interaction

Delft, The Netherlands | 2012

Middle East Technical University | MSc, Design Research for Interaction

Ankara, Turkiye | 2012

Izmir University of Economics | B.S., Industrial Design

Izmir, Turkiye | 2008

ADDITIONAL EXPERIENCE

Skills:

- **Design Tools:** Figma, Sketch, Adobe XD, InVision, Mural, Photoshop, Illustrator
- **Prototyping:** Wireframing, User Flows, Mockups, High-Fidelity Prototypes
- **Interaction Design:** UX/UI Design, Storytelling, Visual Design, Systems Thinking, Accessibility Integration
- **Technical Skills:** HTML, CSS, Design Libraries, Evaluating JavaScript for Front-End
- **Collaboration:** Cross-Functional Teamwork, Agile Development, Product Strategy
- **Problem-Solving:** Creative Thinking, Design Frameworks, Human-Computer Interaction
- **User Research:** Usability Testing, Persona Creation, Human Interaction

Certifications/Courses:

Code with Mosh The Ultimate HTML5 & CSS3: Part 1-2-3

Google UX Design Certification

Languages: Turkish, English

Awards: Bosch Toy Design Award 2007