

# Yagmur Erten

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## UX Researcher

### experience

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#### UX Researcher

World Bank Group  
Jan 2018 - Apr 2019

- Created wireframes of the hiring dashboard, focused on improving hiring managers' journey on the platform.
- Designed prototypes and conducted A/B testing for the hiring dashboard with over 2,000 daily applicants/users.
- Implemented outreach strategies and user testing plans while working closely with developers and key stakeholders.

#### Account Manager

Uber EATS  
Jan 2017 - Jan 2018

- Improved the pizza-ordering experience in Orlando by restructuring the app layout based on A/B testing, which helped inform design decisions that increased the orders by 20%.
- Employed design visualization strategies to help restaurant partners' and other stakeholders' boost in-app traffic.

#### Business Intelligence Analyst

Noktacom Media  
May 2016 - Jan 2017

- Researched market data based on site metrics and user experience statements for multiple teams.
- Analyzed user data and formulated SEO visibility and traffic insights for Turkey's leading e-platforms in video streaming, and online stock exchange.

### projects

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#### UX Researcher

Capstone sponsored by Amazon  
Feb 2020 - Present

- Currently leading research and design for a project on improving the shopping experience for blind and visually impaired people.

#### UX Researcher

Mugen  
Jan 2020 - Mar 2020

- Created a project plan for a collaborative walk-up-and-play game teaching the law of reflection for children aged 7-11.
- Designed and conducted participatory research sessions with children to test different prototypes.
- Facilitated communication between designers, engineers, and stakeholders.
- Visualized and created prototypes and the final physical game through sketching, 3-D printing and laser-cutting.

#### UX Researcher

Resolve  
Sept 2019 - Dec 2019

- A project that aims to help young adults easily manage their mobile phone usage.
- Created cultural probes, directed semi-structured interviews, and collected data from 10 participants.
- Led the data synthesis and sense-making analysis through qualitative coding and affinity diagramming.
- Helped design storyboards, information architecture, journey maps and wireframes.

### education

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#### MS in Human-Computer

#### Interaction + Design

UNIVERSITY OF WASHINGTON  
Class of 2020 | Seattle, WA

#### BA in Psychology and Management

AMERICAN UNIVERSITY  
Dean's and Calika Scholarships  
Class of 2016 | Washington, DC

### about me

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I specialize in both quantitative and qualitative approaches to UX Research that give clear, actionable implications for product design. I embrace accessibility as a lens that can add great business value. I am constantly honing my skills to collaborate with business partners in all stages of my research, from problem scoping to understanding the impact on key product success metrics.

### research & design

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Affinity Diagrams  
A/B Testing  
Card Sorting  
Competitive Analysis  
Contextual Inquiry  
Cultural Probes  
Ethnography  
Field Studies  
Heuristic Evaluation  
Info. Architecture

Interaction Design  
Interviews  
Journey Mapping  
Participatory Design  
Rapid Prototyping  
Sketching  
Storyboarding  
Survey and Analysis  
Usability Testing  
Wireframing

### tools

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Adobe  
AirTable  
Asana  
Figma  
Google Analytics  
HTML/CSS  
Miro  
MS Excel

Overflow  
Qualtrics  
Protopie  
Principle  
Sketch  
Trello  
Typeform  
UserTesting.com  
Zendesk