

# GÖKÇE DURUSOY

## PRODUCT DESIGNER | UI/UX

solving problems, creating digital presences and experiences, watercolorist, offering fine art prints at Wallthinks, creative in various mediums, scuba instructor, mom.

I've been designing digital products since almost the invention of the internet. When I launched my first CMS powered website, WordPress was next to unknown. My favorite video games were Snake on my Nokia phone and a Tetris player, the first social media I used was ICQ. Since those days I created numerous designs ranging from printed books to complex e-commerce sites, for a wide range of clients.

My passion evolved as technology evolved, and I recently found myself obsessing over user experience and interface design.

## CURRENTLY

### Freelance

#### Product Designer - UI/UX - 2020 - Present

As an IC, I help startups including YC companies to define and solve the problems by conducting the design thinking process. I take the responsibility to create products from conception into intuitive interfaces or to define problems of the products to solve and to create a better user experience.

As a product designer, the UI Design and UX Design Bootcamp from industry veteran Erik Kennedy, working with community colleagues and mentors on various UI/ UX problems is the most recent program that I attended to update my skills.

### Wallthinks Fine Art

#### Founder & Artist - 2019 - Present

I offer upscale fine art prints of my watercolor paintings. Prints are available at wallthinks.com and on Etsy, as well as on leading local designer products marketplaces and some luxury-brand stores such as Beymen.

## GOKCEDURUSOY.COM

[linkedin.com/in/gokcedurusoy](https://www.linkedin.com/in/gokcedurusoy)

[dribbble.com/gokcedurusoy](https://dribbble.com/gokcedurusoy)

[medium.com/@gokcedurusoy](https://medium.com/@gokcedurusoy)

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## DESIGN TOOLS

Figma

Sketch

Illustrator

Photoshop

inDesign

HTML

CSS

I enjoy trying new tools. If you are using something else, I'd be happy to learn it.

## COLLABORATION TOOLS

Trello

Slack

Notion

Miro

FigJam

## LANGUAGES

Turkish (native)

English (fluent)

German (fluent)

French (intermediate)

## EDUCATION

**Koç University**, Economics, 2000-2005

**Sankt Georg Österreichische Schule**, 1991 - 2000

## **PREVIOUSLY**

### **Freelance**

**Visual Designer and Brand Consultant - 2014 - 2020**

I worked with many different startups to create their branding and digital presence. I helped set up their content architecture, web site and digital strategies. I also created designs in various media ranging from book layouts and illustrations to different print forms in physical and from responsive web design to cartoon animation in digital.

### **Seathinks Design**

**Founder & Product Designer - 2014 - 2018**

I produced a line of t-shirts of my designs which express my enthusiasm about underwater. I have created and managed an e-commerce site. Nowadays, they are available at diving apparel shops in Kaş, Turkey.

### **Bifincan Interactive**

**Communication Specialist & Visual Designer - 2012 - 2014**

Bifincan was an online market research platform, focusing on physical product trials and focus group surveys. I designed the website and marketing materials, created illustrations as well as 2D animation videos. I was also responsible for conducting exploratory user testing for brands onboarding with the system.

### **DNA Internet Solutions**

**Web Designer - 2006 - 2012**

I assumed responsibility in end-to-end management of the operations for Sitepratik, DNA's content management SaaS product. I participated in hands-on work for high-end clients with web and software interface design and project management.

## **OTHER EXPERIENCE**

### **Dragoman Diving & Outdoor**

**Scuba Instructor- 2005 - 2007**

### **Beko Electronics**

**Strategic Planning Intern - 2004**

### **Ernst & Young**

**Management Trainee - 2006**

### **Koç University**

**Career Services Assistant - 2002 - 2003**