

# 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

### NUMI

Pro Designer - April, 2022 - Present

As one of the Pro Designers (IC) at NUMI, I help startups including YC companies to define and solve 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.

I recently worked as a Product Designer of an authentication product to define the problems and redesign the product. And I also contributed to the thought process of a product that aims to connect the e-commerce accelerators and the shop owners.

### Freelance

Product Designer - UI/UX - 2020 - Present

Spent a year updating my skills. I attended the UI Design and UX Design bootcamp from industry veteran Erik Kennedy, working with community colleagues and mentors on various UI/ UX problems. I also took Rob Sutcliffe's popular Product Design course.

I led UI/UX design for stealth, project management, and collaboration startup, solving problems in connecting marketers and influencers. I

## GOKCEDURUSOY.COM

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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

currently work as IC for NUMI, a YC company, and overtake and solve the design problems of NUMI's clients.

### **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.

## **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