

Gonca Onusluel Hepekiz

UX Designer

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Experienced UX designer with an industrial design background, offering three years of expertise in B2B SaaS product design, including corporate pages. Passionate about smart products and AI, committed to continuous growth in the field.

Work History

TD SYNEX | UX Designer

August 2021 - Present | Clear Water, FL

- Designed for cloud solutions, e-commerce, corporate pages, and LMS.
- Collaborated with cross-functional teams to create user interfaces, wireframes, and prototypes.
- Worked on UI kits, documentation of design library and delivered components for the products.
- Improved conversion rates by 20% through SaaS user onboarding process and cloud-based collaboration platform redesign.
- Increased customer satisfaction by 30% with a mobile and tablet-friendly corporate website redesign.
- Worked with stakeholders closely and independently to drive design requirements.
- Addressed the correct issue by comprehending user requirements to introduce enhanced products and services with tangible effects.
- Streamlined development processes, reducing time by 15% with a design library.

Vaco San Francisco LLC | Legal Remover on-site at Google

January 2020 - July 2021 | Austin, TX

- Aided in daily removal of harmful online materials, ensuring legal compliance.
- Responsively addressed inquiries via email, adhering to team policies and protocols.

Namtas Concrete Block Machines | Industrial Designer

October 2013 - July 2019 | Izmir, Turkey

- Supervised production team for concrete block mold manufacturing, utilizing ERP for scheduling.
- Utilized CAD/CAM design for prototyping and website design through user flows, wireframes, and prototypes.

Education

Delft University of Technology | Master of Science in International Joint Program in Design Research for Interaction

September 2010 - June 2012 | Delft, The Netherlands

Middle East University of Technology | Master of Science in International Joint Program in Design Research for Interaction

September 2010 - June 2012 | Ankara, Turkey

Izmir University of Economics | Industrial Design Bachelor Degree

September 2004 - June 2008 | Izmir, Turkey

Skills

- Figma
- Sketch
- Adobe XD
- Invision
- Mural
- UX/UI Design
- CSS
- HTML
- Design library
- Problem-solving
- Interaction design
- User research
- Persona creation
- Usability
- Mockups
- Wireframing
- Prototyping
- User flows
- Creative thinking
- Product design
- Creative Cloud
- Agile
- SaaS
- B2B
- Marketing
- WordPress editor
- Proactive
- Communicator

Certificates

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

Google | UX Design Certification