Gonca Onusluel Hepekiz
UX Designer

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UX designer with skills in wireframing and prototyping in Figma, Sketch, Adobe XD, and InVision. Excellent at driving A/B testing processes toward improved outcomes, such as a 20% increase in conversion rates within six months. Delivers innovative solutions for B2B, SaaS, e-commerce, and learning management design problems.

WORK HISTORY

UX Designer | August 2021 - Present

TD SYNNEX — Remote

- Identified user needs to enhance product designs; crafted solutions for cloud computing, e-commerce, corporate websites, and learning management systems.
- Collaborated with cross-functional teams and stakeholders to guide design requirements and develop UIs, wireframes, and prototypes.
- Implemented design libraries and provided product components, leading to a 20% time reduction in development processes.
- Boosted conversion rates by 20% by revamping the SaaS user onboarding process and redesigning our cloud-based collaboration platform.
- Redesigned the corporate website with improved UX, increasing customer satisfaction by 30% in 6 months.

Legal Remover on-site at Google | January 2020 - July 2021

Vaco San Francisco LLC — Austin, TX

- 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.

Industrial Designer | October 2013 - July 2019

Namtas Concrete Block Machines — Izmir, Turkey

- Implemented ERP for scheduling to manage a manufacturing production team, resulting in a 15% increase in operational efficiency.
- Executed CAD/CAM design for prototyping, minimizing errors and enhancing product quality.
- Redesigned the corporate website, resulting in a 25% increase in user engagement and strengthened brand identity.

Assistant | September 2011 - June 2012

Delft University of Technology — Delft, The Netherlands

- Curated course materials for interactive tech design and offered tailored technical support to students.
- Created interactive prototypes using Arduino to build a positive learning experience for participants.

EDUCATION

Delft University of Technology, Delft, Netherlands & Middle East Technical University of Technology, Ankara, Turkey | **Master of Science in International Joint Degree Program in Design Research for Interaction**

September 2010 - June 2012 | Delft, The Netherlands

Izmir University of Economics | **Industrial Design Bachelor Degree**

September 2004 - June 2008 | Izmir, Turkey

SKILLS

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