

Ece Yorganci

UX/UI DESIGNER

Utilizes a background in content strategy to enhance user experiences through UX design, with a strong foundation in UX principles and a passion for creating user-friendly designs.

UX PROJECTS

HouseHub Responsive Real Estate App

JULY 2023 - SEPTEMBER 2023

- Produced wireframes, interactive prototypes, and high-fidelity mockups using tool Figma.
- Ensured accessibility compliance by following WCAG guidelines. Designed and implemented responsive UIs to ensure optimal user experiences on various devices and screen sizes.

Chiron Responsive Health App

OCT 2022 - JUL 2023

- Conducted user research, including user interviews, surveys, and competitive analysis to improve user experiences.
- Developed user personas, and journey maps to guide design.
- Conducted usability testing and incorporated user feedback to improve interface design.

WORK EXPERIENCE

Product Content Specialist / Novolex

MAY 2023 - PRESENT

- Pioneer the alignment of brand guidelines across the Sysco platform, enhancing brand consistency and visibility in all product content.
- Lead the optimization of product content databases, securing 100% data accuracy rate and ensuring utmost data integrity, significantly reducing discrepancies by 30%.
- Initiate and execute a comprehensive overhaul of product images and multimedia content, leading to a 25% increase in customer engagement and a 15% boost in product listing visibility.

Amazon Content Specialist / Pangea

FEB 2023 - MAY 2023

- Optimized Pangea's Amazon product listings by crafting keyword-rich titles, descriptions, and bullet points, leading to a 40% increase in search visibility and a 20% uplift in sales within the first quarter.
- Mastered keyword research to identify and integrate high-impact keywords, resulting in a 50% improvement in a product discoverability and a 30% growth in click-through rates.
- Executed a comprehensive competitive analysis, uncovering critical gaps and opportunities, which informed the revamping of 60+ product listings to outperform competitors by 25% in customer engagement metrics.

Content Manager / True Hero Marketing Agency

NOV 2021 - NOV 2022

- Elevated product sales by 20% through the creation of compelling product descriptions, optimization of title tags and back-end keywords, and the introduction of engaging bullet points.
- Drove a 30% uplift in search ratings and a 25% increase in organic traffic by spearheading a collaborative initiative with the marketing team to integrate SEO strategies into content creation, significantly boosting the brands' online visibility.

Google Ads Analyst / Google Contractor

JAN 2015 - JUL 2018

- Enhanced Google's search quality by conducting analyses and providing feedback on text, web pages, images, contributing to significant improvements in user search experience.
- Led the monitoring and reporting efforts on Google ads quality and content accuracy, resulting in a 15% improvement in ad relevance and user engagement.

Project Consultant / UNICEF

JUN 2011 - NOV 2014

- Conducted research on digital safety risks and impact of social media on adolescents and youth in developing nations, leveraging both quantitative and qualitative data from over 100 articles. This research contributed to a comprehensive understanding of information and communication technology usage among children, informing UNICEF'S global strategies.

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Mckinney, TX

EDUCATION

2022-2023

UX Design Certificate

CAREERFOUNDRY

2008-2009

MBA

SAN DIEGO UNIVERSITY

2003-2008

BA in Political Science

YEDITEPE UNIVERSITY

SKILLS

Web and UI Design

Design Systems

Prototyping, wire-framing

Low to High-fidelity Design

Copywriting

User Research

Usability Testing

A/B Test

Personas

TOOLS

Figma, Miro, Photoshop,

Marvel, InDesign, Sketch