

GÖKÇE DURUSOY

PRODUCT DESIGNER | UI/UX

Formerly a website, print, and graphic designer, brand consultant, and co-founder. Today, I'm a multidisciplinary product designer passionate about startups, problem-solving, and effective communication.

I approach design challenges with a product-thinking mindset, ensuring my solutions enhance user experience and align with broader product goals.

On a personal note, I'm a creative soul, watercolorist, scuba diving instructor, and a loving mom.

NUMI

Lead Product Designer - April, 2022 - Present

Working with YCombinator startups, identifying and resolving business, product and customer challenges through design thinking process.

Responsible for transforming ideas and concepts into customer journeys and user-friendly interfaces while enhancing overall user experience, employing a product-centric approach.

In recent engagements, contributed as lead designer to

- JustPaid, AI-powered revenue management
- Geofund, Carbon Emissions Accounting
- Uberduck, AI rap and vocals generator
- PropelAuth, SaaS authentication
- AlpaWatch, AI copilot for hedge funds
- Addshoppers, coupons and cashback finder
- iollo.io, metabolomics testing
- Operator.ai, an e-commerce data platform

I typically employ an end-to-end process through stakeholder interviews, user research, competitive analysis, design iterations, documentation and developers alignment.

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

Slack

Notion

Trello

Jira

Confluence

Miro

FigJam

LANGUAGES

Turkish (native)

English (fluent)

German (fluent)

French (intermediate)

EDUCATION

Koç University, Economics, 2000-2005

Sankt Georg Österreichische Schule, 1991 - 2000

DeepDeets

Lead Product Designer/ Contract - Sep, 2021 - Present

DeepDeets serves as a comprehensive influencer analytics and reporting platform, seamlessly connecting marketers and influencers within a unified ecosystem. Influencers leverage DeepDeets' mobile app to access and share detailed analytics of their accounts, while marketers effortlessly identify optimal collaboration opportunities and receive real-time reports through DeepDeets' web app.

As the founding product designer, my role encompasses leading the design thinking process, guiding the journey from user research to crafting an intuitive interface for both the mobile and web applications. I am dedicated to maintaining a cohesive and consistent digital presence across all aspects of the product.

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 lead UI/UX design for DeepDeets, solving problems in connecting marketers and influencers and work as an IC for NUMI, a YC company, and solve the design problems of NUMI's clients.

In recent engagements, contributed as lead designer to

- Rekap (ThoughtfulGPT) - AI-powered Communications Operating System
- Breefcase - A Social Network for Authentic Corporate Information
- DeepDeets - Influencer Analytics and Reporting Platform

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.

Freelance

Visual Designer and Brand Consultant - 2014 - 2020

I've collaborated with startups, playing a key role in establishing their branding and digital presence. My contributions encompass shaping content architecture, designing websites, creating comprehensive brand systems, and formulating effective digital strategies. Moreover, my design expertise extends across a spectrum of media formats, ranging from traditional print materials such as book layouts and illustrations to the dynamic realm of digital cartoon animation.

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