

Yagmur Erten

UX Researcher
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experience

Senior UX Researcher

Two Bulls
Sept 2020 - Present

- Worked as the only UX Researcher with product teams to understand outstanding unknown items, and created research plans to get answers to team questions about client products.
- Executed UX research using a variety of qualitative and quantitative methods; such as *User Interviews*, *Usability Testing*, *Concept Testing*, *Diary Studies*, and *Surveys*.
- Turned insights into actionable recommendations to influence the prioritization of next steps both internally and externally with the clients.
- Built the company's first research repository to centralize research data and incoming feedback from users and clients using Notion with tagging and grouping strategies.

UX Researcher

World Bank Group
Jan 2018 - Apr 2019

- Created wireframes of the hiring dashboard, focused on improving hiring managers' journey.
- Designed prototypes and conducted *Usability Testing* for the hiring dashboard with over 2,000 daily applicants/users.
- Implemented outreach strategies and user testing plans while working closely with the key stakeholders.

Senior Account Manager

Uber EATS
Jan 2017 - Jan 2018

- Collaborated with Uber EATS' restaurant partners and prospects to develop strategies that deliver the maximum value to the sales opportunity.
- Worked with cross-functional teams to align on clients' goals and actualize ideas into actionable campaign solutions.
- Acted as the relationship manager and oversee all aspects of the onboarding and implementation process for restaurant partners.
- Improved the pizza-ordering experience in Orlando by restructuring the app layout with the product team based on *A/B Testing*, which helped inform design decisions that increased the orders by 20%.

projects

Senior UX Researcher

Client: Mars, Incorporated
Nov 2020 - July 2021

- Conducted *Competitive Analysis*, *User Interviews*, *Within-subject Unmoderated Usability Testing*, and *Iterative Moderated Usability Testing* to outline the project's concept based on users' needs on a product that helps to support pet owners with their pet-care needs.
- Created and conducted our own *Buy-a-feature Study* to understand users' pricing preferences.
- Single-handedly recruited participants through social media screening using Reddit, LinkedIn, and Facebook pet-owner groups.
- The client has extended the timeline of the contract and requested only research (me) to support them during the new development stage.

Senior UX Researcher

Client: New America
Sept 2020 - July 2021

- Directed *Semi-structured User Interviews* and *Usability Testing* with people experiencing homelessness and community-based organization leaders to improve the permanent housing application process through document storage and sharing.
- Led the data synthesis and sense-making analysis through *qualitative coding* and *affinity diagramming*.
- Collaborated with the product owner and the design team to improve the product's concepts and features based on user feedback, which have been launched in Baltimore City, and will be a part of other states such as Arizona and Florida.

UX Researcher

Client: Amazon
Feb 2020 - Aug 2020

- Led research for a project on an AI-driven voice user interface for the blind and visually impaired to improve their object and text recognition process.
- Proposed and conducted research studies with a service solution to Amazon to improve the accessibility of their products for online shopping experiences.
- Led conversational experience design through working closely with the blind community, conducting *Usability Testing*, *Wizard of Oz Prototyping*, and creating *VUI dialogue flows* for the key interactions and error cases.

education

MS in Human-Computer

Interaction + Design

UNIVERSITY OF WASHINGTON
Class of 2020 | Seattle, WA

BA in Psychology and

Management

AMERICAN UNIVERSITY
Dean's and Calika Scholarships
Class of 2016 | Washington, DC

research

A/B Testing	Heuristic Evaluation
Card Sorting	Interviews
Competitive Analysis	Participatory Design
Contextual Inquiry	Research Repository
Cultural Probes	RITE Testing
Ethnography	Survey and Analysis
Field Studies	Usability Testing

design

Affinity Diagrams	Rapid Prototyping
Info. Architecture	Storyboarding
Interaction Design	Sketching
Journey Mapping	Wireframing

tools

Adobe	Notion
AirTable	Overflow
Asana	Qualtrics
dscout	Protopie
Figma	Principle
Google Analytics	Sketch
HTML/CSS	Trello
Miro	Typeform
Murat	UserTesting.com
MS Excel	Zendesk