

Nurullah Gokdogan

Honolulu, HI

(201)-989-5382

nurullah.cemil@gmail.com

Portfolio : typeandcoffee.com

SKILLS & EXPERTISE

User Research & User Testing

Goal-Oriented Design

User-Centered Design

Conceptual Thinking

Process Design

Design Thinking

Design Systems

Prototyping

Interaction & UI Design

Visual Design

UX Design

Prototyping

Design Tools

Design Principles

Icon Design

Responsive Design

Typography

Collaboration

Problem Solving

Effective Communication

Storytelling

Improv

Mentoring

TECHNICAL SKILLS

Figma

Sketch

Jira

Trello

Notion

Miro

Adobe XD

Illustrator

Photoshop

InDesign

Typography

JavaScript

HTML

CSS3

Bootstrap

PRODUCT DESIGNER & UX/UI EDUCATOR

Dynamic, accomplished, and multilingual **Product Designer** respected for 10+ years delivering innovative branding, interfaces, and technical solutions to a diverse clientele. Motivational leader experienced in training and mentoring individuals on the UX/UI design process to optimize their overall performance and maximize quality. Out-of-the-box thinker committed to continuously improving processes to ensure deadlines are met and clients are satisfied. Exceptional tenure resulting in a diverse skill set and an upward career trajectory

CAREER HIGHLIGHTS

- Fixed UX frictions for the \$50K Easy Scanner and Easy Fax mobile apps and created design systems for the projects as a member of the design team, **increasing user acquisition by 20%** for Easy Scanner with **2M+ Downloads**.
- Designed the Baby Journal app using a **\$70K budget** at PlusMinusOne, serving as the Senior Product Designer and bringing the final project to market after six months.
- Developed eye-catching and visually pleasing package designs at Emirelli, enabling the company to earn distribution deals with **1,000+ stores** in the United States and Europe.
- Employed 10 years of personal experience to develop a curriculum encompassing all facets of the UX/UI design process and led a three-month program for adults at Design Confusion.

EXPERIENCE

Fieldlevel | Los Angeles, CA | August 2021 – Present
Senior Product Designer - Growth

Designed a design process and branding for the Growth Product Team Identity.

- Worked on active user growth, which could mean acquire more active users or create more active users out of the users.
- Promoted principles of self-learning, habit-formation, and choice architecture to guide users to experience value
- Refined the foundation to enable teams to move on to more impactful work → usability foundation laid

PlusMinusOne | San Francisco, CA | Oct 2019 – August 2021
Senior Product Designer

Designed three innovative and engaging apps that received 5,000,000+ cumulative downloads across platforms.

- Conducted product research, conducted interviews, and created wireframes, UI concepts and prototypes while leading the team through the \$100K Math Solver project.

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EDUCATION

Typeface design

Post Graduate Program

Type West, SF, CA - 2020

Fine and Studio Arts

Associate Degree

Bergen Community College,

Paramus, NJ - 2017

Math Engineering

Bachelor's Degree

Yildiz Technical University, Istanbul,

Turkey: 2015

LANGUAGES

English (Native or Bilingual)

Turkish (Native)

Italian (Limited Working Proficiency)

PROFESSIONAL DEVELOPMENT

Fractal Storytelling

Ancient Storytelling

The Mindset and Skillset (Improv)

Floating Downscreen (iPad Lettering)

Sign Painting 101

Generative Typography

Script Writing for Movies

Calligraphy as a Tool for Prototyping

Experience the Origin of Roman

Inscriptional Capitals

Scripsit and Sculpsit

Introduction to Python for Type

Designers

Foundation I Improv

Principles of Typeface Design

EXPERIENCE

PlusMinusOne | San Francisco, CA | Oct 2019 – August 2021

Senior Product Designer

- Served as the Product Lead for the Baby Journal app, designing 2,000+ custom stickers using a \$70K budget and bringing the final project to market after six months.
- Created design systems for the Easy Scanner and Easy Fax mobile apps as a member of the design team, fixing UX frictions for the \$50K projects and increasing user acquisition by 20% for Easy Scanner.

Emirelli SF | Sunnyvale, CA | Jun 2018 – Sep 2019

Product Designer

Oversaw the design of products for the online wholesale food company in coordination with the product manager.

- Delivered new ideas and drove product visibility to enhance the efficacy and success of all projects.
- Managed high-impact brand and product redesigns that doubled sales and dramatically shortened the sales cycle for olive oil from one year to under four weeks.
- Enabled the company to earn distribution deals with 1,000+ stores in the United States and Europe by developing eye-catching and visually pleasing package designs.

Shiptory | Hackensack, NJ | Jan 2014 – Feb 2018

Product Designer

Played a key role in Product Design for the startup focused on delivering combined inventory management and shipping systems, involved from idea conception to delivery of final product.

- Optimized client utility by designing admin panels, driving product development, and maximizing quality control.
- Improved interface clarity and organization through implementation of color and layout changes.
- Created a UI guide covering sizes, colors, and typography to enhance the accuracy of client projects.
- Established and managed lucrative client relationships that resulted in long-term accounts for the company.

Klik Advertising Agency | Istanbul, Turkey | Apr 2011 – Oct 2013

UX/UI Designer

Implemented page design, graphics development, and other standards to maximize quality in all UI activities/projects.

- Collaborated with the tech team to create innovative test solutions and deliver high-impact web products to clients while serving as a UX/UI Designer.