

WORK EXPERIENCE

Paribu

Senior Content Designer

Istanbul, Türkiye

Apr. 2023 – ongoing

- Carried out multiple detailed competitor analyses and formed a content structure guideline to help design the new Paribu app and website
- Created a content strategy for the Paribu website
- Implemented Lokalise for easy content management and quicker content delivery across the Paribu apps and platforms
- Created and launched the first version of the Paribu Content Library
- Crafted the UI content of the new unreleased Paribu app
- Produced content for the Paribu.Design website and delivered the Paribu.Design content strategy documentation
- Worked on the product strategy of the new unreleased Paribu app
- Produced the content guideline documentation for the entire Paribu brand
- Restructured the text and visual content of Paribu located in the App Store

Getir

UX Writer

Istanbul, Türkiye

May. 2022 – Apr. 2023

- Produced the UI content of the new unreleased Getir product
- Crafted the Voice and Tone guideline for the new unreleased Getir product
- Published new UI copies for multiple Getir features and projects

Paraşüt

UX Writer - Content Strategist

Istanbul, Türkiye

Mar 2021 – May. 2022

- Delivered the Content Library of the Paraşüt website
- Completed a detailed website audit and reformatting of the Paraşüt website content which has +150 pages
- Produced the content strategy guideline for the Paraşüt Atlas brand
- Built the content structure and crafted the content for the Paraşüt Atlas website
- Delivered UI copies for Paraşüt and Paraşüt Atlas web applications
- Created the mailing flow and delivered the new transactional emails of Paraşüt and Paraşüt Atlas
- Reformatted the feature pages of the Paraşüt website

Content Marketing Specialist

May 2018 – Mar 2021

- Produced new marketing communication strategies for Paraşüt's annual sales campaigns
- Created +75 new landing pages for the Paraşüt website that focused on digital ad keywords
- Produced and launched the new "Autopilot" communication concept for Paraşüt
- Created content to launch +10 new features of the Paraşüt app
- Conducted user interviews for the new Paraşüt Atlas brand
- Created the first version of the Paraşüt Atlas website
- Produced and launched new social media content concepts

EDUCATION

- **Galatasaray University** Istanbul, Turkey
Bachelor of Arts in French Language and Literature *Sept. 2011 – Jun. 2017*

INTERESTS

- **Professional:**
Content Design Systems, UX Research, Localisation, Content Libraries, Content Modelling, Gamification, A/B Testing, Google Analytics, Figma, Framer, Website Design
- **Personal:**
I am a musician, songwriter, and music producer. I love gaming and traveling. I also enjoy cooking and trying new recipes.