

Ali Ciftci

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EXPERIENCE

UX Design Fellow

Cooper Hewitt Smithsonian Design Museum

August 2021 - Present, New York, NY

- Conducted user testing with 10+ stakeholders and actively informed the developer team for creation of a digital exhibit.
- Designed interactive exhibit elements to incorporate more storytelling features into the visitor experience and provided consultancy for other opportunities of interactivity.
- Planned and implemented user research during the product development process for the launch of a new API documentation site of the museum database.

UX Consultant

Pratt Institute Center for Digital Experiences

January 2021 - Present, New York, NY

- Provided user experience consultancy to non-profit organizations such as: The Metropolitan Museum of Art, Pratt Institute, Audioguiarte.
- Competently utilized a mix of evaluative and generative user research methods and tools such as: Heuristic Evaluation, Eye-Tracking, Remote User Testing, User Testing, Unmoderated User Testing, Digital Analytics Tools, A/B testing.
- Created effective and actionable deliverables according to the organizations' need in a timely manner and sustained positive views from all of the clients.

Graduate Assistant

Pratt Institute Center for Digital Experiences

January 2021 - Present, New York, NY

- Gradually increased engagement in the social media of the Center by creating and managing posts on Instagram, Twitter and LinkedIn.
- Planned and hosted two workshops conducted by senior designers from IBM and Adobe.
- Increased the number of clients for the center by reaching out to more than 200 non-profits.
- Designed social media posts and web-pages for the Center.

UX Design Assistant Specialist

Koc University

October 2019 - January 2021, Istanbul, TURKEY

- Taken part in all digital transformation executive meetings, while working as the only UX personnel in the institution.
- Informed decision making processes by conducting or overseeing over 10 different user centered research projects.
- Increased UX capacity of 5 departments and over 250+ personnel by creating a 12 weeks workshop program called *Atelier* funded directly by the Secretary General. The program received acclamation by department heads at the evaluation event.

EDUCATION

Ms. in Information Experience Design

Pratt Institute • New York, NY • 2022 • 3.97/4.00 GPA

Media & Visual Arts, BA & Business Administration, BA (Double Major)

Koc University • Istanbul, TURKEY • 2019 • Cum Laude

Business Administration, Exchange Period

Kyoto University • Kyoto, JAPAN • 2019 • 3.67/4.00 GPA

PROJECTS

Volunteering Animation Artist

Ankara Rahmi M. Koc Museum

December 2018 - February 2019, Ankara, TURKEY

- Volunteered to animate "View of Ankara" painting loaned from Rijksmuseum, upon demand of the museum's director.
- Animation exhibited beside the original painting, national TV, shared by the Netherlands Embassy in Turkey and been mentioned in a national magazine.
- Visited Rijksmuseum as part of the project to further develop the relationship between two institutions.

HONORS & AWARDS

Fulbright Scholarship for Design

Received 100,000 USD funding for two years of education and life expenses in the USA.

INVOLVEMENT

Vice President & Lead Singer

Koc University Musical Club

September 2014 - December 2018, Istanbul, TURKEY

- Acted in a total of 8 different plays excluding smaller events.
- Written the scripts of the annual shows: 2016, 2017 and 2018 and designed digital stage displays.
- Served as creative team member, board member and Vice president over the years.

SKILLS

User experience design, user research, user interview, practical ethnography, quantitative and qualitative research, Adobe Creative Suite, Figma, Sketch, InVision, Adobe XD, HTML, prototyping, wireframing, information architecture, typography, visual design.