# KAAN L CAGLAR

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## EXPERIENCE

### Sr. Product & UX Designer, Wellbin.co, Buenos Aires (April - Sept 2017)

Designed UI & UX for an integrated EHR platform for the clinics to allow patients access studies; Re-designed patient sign-up flows, happy paths and increased total number of users by 15X; By utilizing the value proposition canvas, helped strategized the product roadmap; Delivered UI for a new product: EHR for HR Departments. (/wellbin)

### Instructor, UX & Visual Design Course, La Maquinita, Buenos Aires (June - Sept 2016)

Produced and taught an 8-week course at one of the largest co-working spaces based in BsAs. In this twice per week course (similar to Visual Design Course offered at General Assembly, San Francisco,) instructed listed topics topics and more: 101 for Sketch + InVision, Design Discovery, Composition Principles for Web, Color Theory for Web and Mobile Design, Web and Mobile Typography, Designing Interfaces and Interactions, Responsive Design, User Story generation, and User Experience Design.

### Head of Product, Atdaa, Inc., San Francisco, CA (June 2012—Present)

Primary driver of a startup team's vision overseeing all phases of product design and development of a web and mobile travel platform. Conducts primary and secondary user research studies including interviews, surveys, SEO study, analytics, and industry analysis. Designs the UI for IOS and web application. (/atdaa)

### Sr. UX Producer, Redshift Digital Inc., San Francisco, CA (June 2015—Apr 2016)

Managed a team of user experience designers, visual designers, web/mobile developers, and usability/user researchers at Redshift Digital Inc. to produce web/mobile app designs (UX & UI) and prototypes for the largest client, Kaiser Permanente hospital group. (10M/month visitors). Cultivated excellent long-term relationships with clients, maintaining daily communication and facilitating solutions to address concerns. (/k-permanente/)

### UX Designer, Samsung Electronics America, San Jose, CA (Nov 2012—Jan 2013)

Designed wireframes and user interfaces for Samsung Universe and proposed Khan Academy application. Co-managed meetings with Samsung top executives setting the roadmap and design direction for projects. Using inDesign, delivered app structure & navigation map, wireframe specs for interaction design elements and visual design elements. (/samsung-electronics-america/)

## EDUCATION

Design and Visual Communications, **General Assembly**, San Francisco | May 2016

Master of Science in Marketing, **San Francisco State University** | May 2009