

DEFNE KANSU

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Experienced UX Designer skilled in creating web and product designs. Proficient in user research and design tools as well as product strategy and development. Currently advancing my career into leadership and strategic roles in the UX field.

EDUCATION

Virginia Tech

Industrial Design, B.S.
Entrepreneurship Minor
GPA: 3.86 2015 - 2019

CERTIFICATIONS

UX Certification

Nielsen Norman - 2022

HTML Basics

CodeAcademy - 2020

CSS Basics

CodeAcademy - 2020

AWARDS

Industrial Design Studio
Excellence Award - 2019
Academic Excellence
Recognition - 2019

DESIGN SKILLS

User Research
UI / Interaction Design
Information Architecture
Design Thinking
Rapid Prototyping
Competitive Analysis
Agile Methodology
Product Development

SOFTWARE

Photoshop,
Illustrator
InDesign
Premiere Pro
Figma
XD
Axure
Fusion 360
Keyshot 9

WORK EXPERIENCE

PENSKE

USER EXPERIENCE DESIGNER

August 2023 - Present, Reading, PA

- Orchestrated the UX design efforts of the new Penske Consumer Rental website as a key member of the product team, contributing to its successful development, completion and launch in August 2023.
- Supervised UX research, design and development of the Rental Digital Transformation project's product cycle, helped manage Kanban boards and story/bug progression, assisted developers with tasks and QA testing and ensured communication between various internal and external stakeholders.
- Worked collaboratively with product and development teams to align UX design goals of Consumer Rental with business objectives, user needs, and technical requirements.

ASSOCIATE USER EXPERIENCE DESIGNER

November 2020 - July 2023, Reading, PA

- Collaborated with the Interactive Marketing team, focusing on enhancing the Truck Rental experience across web, mobile browsers, and iOS/Android applications.
- Employed Agile Methodology to address UX Design challenges alongside developers and stakeholders, ensuring ADA compliance for accessibility.
- Led the design process of the rental web application features through user research and wireframes for both web and mobile interfaces.
- Conducted user tests through third-party platforms, gathering valuable data for research and project iterations.
- Provided user-experience insights for a multi-million-dollar digital transformation research project aimed at re-envisioning the consumer truck rental experience.

NICHE

PRODUCT DEVELOPMENT LEAD

February 2020 - August 2020, Beacon, NY

- Led Product Development department, overseeing tasks and workflow.
- Managed vendor correspondence for supply and material purchases.
- Supported marketing goals with product guides, tear sheets, and website design and development.

PRODUCT DESIGNER

October 2019 - February 2020, Beacon, NY

- Produced CAD drawings from sketches and managed the production process for final products.
- Conducted competitive analysis, created mood boards, and analyzed industry trends and pricing.
- Collaborated with marketing and graphics departments to create visuals and content for social media accounts.

VIRGINIA TECH

WEBSITE DESIGNER | VIDEOGRAPHER

May 2018 - June 2019, Blacksburg, VA

- Engaged in a pivotal role as a Student Assistant, dedicated to advancing sustainability initiatives through video production for Timothy D. Baird, Assistant Professor at Virginia Tech.
- Functioned as a design consultant, providing expertise in design decisions spanning video production, branding, and website design.
- Demonstrated proficiency in creating and refining compelling videos aimed at promoting the Pathways Sustainability Minor and a range of educational and professional projects.