

Gülay Birand

me@gulayb.com | www.gulayb.com

Objective

With over 10 years of experience in UCD and a M.S. in Human-Centered Design and Engineering my work is primarily focused on mobile interaction design. I thrive in environments where I can tackle design challenges for various digital mediums working within a team-oriented environment.

Skills

Design	Interaction Design Specifications, Wireframing, Prototyping, Personas, User Flows, Information Architecture Diagrams, High level Visual Screens/Mocks
User Research	High and low fidelity usability studies, Card Sorts, Surveys and Focus Groups
Software Used	Design, Wireframing & Prototyping: Omnigraffle, Visio, Fireworks, Photoshop, Axure, PowerPoint, Illustrator, XHTML (hand-coding), CSS (cross-browser) Usability: Morae, Camtasia, WebSort, Paper prototyping Platforms: Mac OS X, Android, Windows

Experience

04/11 – Present **Senior Interaction Designer** | Google

03/09 – Present **Senior Interaction Designer** | T-Mobile
Team lead for franchise and mass market phones on Android OS including touch screen and 5-way navigation.

Accomplishments:

- ★ Led a team of designers to deliver the latest T-Mobile franchise phone within an aggressive timeline (to be released in the Fall). Worked closely with the design team, product management, product realization, engineering and third-party vendors. Managed, co-ordinated and scheduled workflow ensuring deadlines were met. This product involved very active management of the team workload and excellent communication with the various stakeholders.
- ★ Successfully delivered designs for three myTouch phone models

10/06 – 03/09 **Lead User Interface Designer** | Scout Media a FOX Company
Hired on and led a UX team to design elegant and functional online user experiences and redesign the existing network of sites. Participated in defining the product roadmap with company executives.

Accomplishments:

- ★ Successfully rolled out two phases of redesign for a network of 300+ sites
- ★ Established UX process in developing sites that incorporate e-commerce; social networks; user-driven content and community tools
- ★ Petitioned for and established a dedicated usability lab
- ★ Advocated and managed the separation of presentational markup from structural markup resulting in SEO benefits

06/06 - 10/06**Senior UI Designer (Contract) | Amazon.com**

Determined design process and UX, created graphics, mockups and fully functional XHTML prototypes for Kindle periodicals including newspaper and magazines.

Accomplishments:

- ★ Contributed to the design of a revolutionary e-reader

08/05-06/06**National Web Manager | NPower**

Managed the process of rolling out a new web design to 12 different affiliates.

Accomplishments:

- ★ Rolled out the redesign to all affiliates ahead of deadline
- ★ Coordinated the redesign customization requests, budget and schedule
- ★ Provided training and support for affiliates

Early Career

04/2004-08/2004	Web Designer Island Pacific
7/2003-04/2004	Web Designer Wilcox Miller & Nelson
7/2002-3/2003	Web Designer MedPX
3/2002-9/2002	Applications Developer Interweave, Inc.
1/2000-3/2002	Ottoman Prodigy Designs Freelancer/Owner

Education

Post College	M.S. in Human Centered Design and Engineering , University of Washington, Seattle, WA
College	B.S. in Management , Purdue University, West Lafayette, IN A.A.S. in Web Design & Development , Sierra College, Rocklin, CA