Idil Duzgun

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WORK EXPERIENCE

Delivery Hero   **Berlin, Germany**
UX Writer   *April 2023 – Present*

• Collaborate with designers, developers, and product managers to create effective, user-focused copy for digital products, such as websites and mobile apps.
• Write and edit clear, concise, and consistent copy for various user interface components, including buttons, error messages, tooltips, and form fields.
• Conduct user research and usability testing to understand user needs, preferences, and behaviors, and use insights to improve the clarity, tone, and effectiveness of the copy.
• Develop and maintain style guides, voice and tone guidelines, and other documentation to ensure consistency and coherence across all copy and content.
• Participate in design reviews, critiques, and brainstorming sessions to provide feedback on design concepts and contribute ideas for how copy can enhance the user experience.
• Work with cross-functional teams to ensure that copy is delivered on time and meets the needs of various stakeholders, including business, legal, and compliance

Getir   **Istanbul, Turkey**
UX Writer   *Dec. 2021 – Feb.2023*

• Create clear, concise UI text for GetirFood, GetirWater, GetirLocals, GetirBiTaksi, GetirJobs and GetirDrive, making strategic decisions based on metrics and using testing and user journey mapping to inform word choices
• Deliver self-service writing resources including voice and tone guidance, word lists, and CX scripts for customer agents and chatbots
• Conduct heuristic evaluations of content, driving specifications that maximize product impact and excellence

Inofab Health   **Istanbul, Turkey**
UX Writer   *Jun. 2021- Dec. 2021*

• Worked closely with the product team to develop written and visual narrative design solutions
• Ensured content design meets information hierarchy and guidance needs
• Developed voice & tone guidelines, content wireframes, style guides, and communication plans
• Provided user flow recommendations that support clear and user-centered copy
• Built relationships with stakeholders, developers, marketers, and clinical health experts

EDUCATION

Istanbul Bilgi University   **Istanbul, Turkey**
Cultural Studies, MA, GPA 3.91   *June, 2019*
Comparative Literature, BA, GPA 3.27   *June, 2016*

SKILLS

Technical: Figma, Adobe XD, Jira, Miro
Language: Fluent Turkish, Fluent English, Conversational Spanish