

# Can Goktas

Digital Product Designer with previous hands-on experience in Development & Conversion Rate Optimization who gives equal importance to users, business KPI's, and aesthetics.

[can@cangoktas.com](mailto:can@cangoktas.com)

[Portfolio](#)

[Dribbble](#)

[Linkedin](#)

## WORK EXPERIENCE

### Product Designer

Toasty

08/2020 — 11/2020

- Conducting user interviews as 1-on-1 and group calls
- Planning and designing new features, hand-offs and validating designs with analytics.
- Maintenance and improvement of the design system, made its transition from Sketch to Figma.

### Product Designer & CRO Specialist

Modanisa

06/2019 — 08/2020

- Following internal style and brand guidelines while contributing to the maintenance and improvement of such for a global e-commerce fashion retail.
- Questioning the UX/UI practices, doing qualitative & quantitative research, construct hypotheses, and design & code A/B tests to validate my hypotheses in favor of desired business KPI's & Conversion Rate uplifts.
- Assisting engineers during handoff, development and UAT phases.

### Product Designer & UI Developer

Sopsy

01/2018 — 06/2019

- Design and development of landing pages, e-commerce templates and administration dashboards used by retailers.

### UI Developer

Hipo

01/2014 — 09/2016

- Pixel-perfectly materializing the UI & UX for startups based in US & Canada.
- Collaborating with designers about potential micro-interactions and animations.

## SKILLS

Product Design

User Research

UI/UX

Prototyping

Wireframing

A/B Testing

Conversion Optimization

HTML/CSS/JavaScript

## TOOLS

Figma

Sketch

Zeplin

InVision

Google Analytics

Google Optimize

Hotjar

## EDUCATION

### Visual Communication Design (B.A.)

Bahcesehir University

2016 — 2020

## LANGUAGES

English

Professional Proficiency

Turkish

Native