DEMET SENTURK LARSON

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EDUCATION

DesignLab   **January 2020 - September 2021**
Bootcamp, UX Academy

Clark University   **September 2013 - May 2017**
Bachelor's, Art

PROFESSIONAL EXPERIENCE

Freelance UX/Product Designer   **Remote**
Freelance UX/Product Designer   *July 2023 - Present*
- Collaborated with startups, small businesses, and non-profits on web apps and branding projects, delivering research-driven, user-friendly, and visually cohesive solutions.
- Feedberry (web app): Conducted user interviews, market research, and competitive analysis to identify pain points and propose design solutions aligned with user needs and business goals.
- Alley Runners (non-profit): Designed logo and presentation materials to support community engagement and brand storytelling.
- Nutmeg & Nectar (small business): Developed brand identity including logo, color palette, and visual guidelines based on market research and emotional positioning.
- Created design systems, responsive layouts, and prototypes in Figma and Webflow, ensuring accessibility and consistency across platforms.

ClearGov   **Maynard, MA, USA**
Product Designer   *February 2022 - May 2023*
- Owned and built ClearGov's design system, increasing design consistency and efficiency across the product suite used by 900+ governments across the country (municipalities, counties, special districts, and school districts), with populations ranging from 700 to 3.8 million.
- Led design makeover for flagship product that displays client team's annual work efforts to produce open, transparent, and easy-to-understand budgets for their communities.
- Coordinated and developed design refinements for multiple products, including client team's internal budget development and transparency portal for the public.
- Conducted user research (interviews, surveys, usability testing) across products, directly informing design decisions that boosted user engagement and satisfaction.
- Served on the Culture Committee from March 2022 to May 2023, designing 10 monthly internal newsletters to foster fun and community in a remote workplace.

All Things Analysis   **Boston, MA, USA**
Product Designer   *April 2020 - March 2022*
- Led the initial branding and development of a new sports analytics platform, resulting in a 78% increase in user sign-up rate through user research and design improvements for a seamless user experience.
- Implemented responsive design, leading to a 25% increase in mobile traffic and 15% decrease in bounce rate.
- Developed user personas and journey maps using Figma to deeply understand our target audience and optimize usability.
- Conducted market research to ensure our product aligned with user needs and delivered a seamless experience.

Significard   **Boston, MA, USA**
Founding Designer   *July 2020 - November 2021*
- Invited to join the team as the 3rd member of the startup by the CEO and founder.
- Led product design from initial concept to successful launch (10 months).
- Grew the design team from 2 to 6 members, providing mentorship and fostering a collaborative environment.
- Facilitated weekly product meetings, guiding UI changes and feature implementation with front-end and back-end developers.
- Conducted rigorous usability testing, A/B testing, user interviews, and surveys to identify pain points and optimize user flow, resulting in increased user retention and conversion rates for 50+ customers.
- Conceptualized unique postcard designs for sales to drive customer acquisition.

SKILLS

Skills: Interaction Design, Information Architecture, User Research, Usability Testing/Engineering, Wireframing, Prototyping, Responsive Design, Design Systems, Accessibility Standards (WCAG), UX Strategy, Figma, Adobe Creative Suite
Languages: Hebrew, Turkish