Suzan Sena Eskalen

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EDUCATION

Dartmouth College, Hanover, NH   **April 2025**
Bachelor of Arts in Product Design; Bachelor of Engineering in Mechanical Engineering
Relevant Coursework: Product Design, Product Development, Design Thinking, UI/UX Design, Human-Computer Interaction, Integrated Design, Usability Engineering, Statistics, Probability, Machine Engineering, Cognitive Psychology, Java, Python, AR/VR

EXPERIENCE

Conmigo App, Durham, NC   **January 2024-March 2025**
Product Manager
- Steered product strategy and cross-functional collaboration (Design, Engineering, Marketing, Analytics) for a college-focused, dining-based matchmaking app in a fast-paced startup environment, ensuring a consumer-centric experience at every stage.
- Collaborated with UX researchers to conduct 30+ user interviews, 400+ surveys, and unmoderated usability testing, translating feedback into 6 high-impact features that addressed user pain points and boosted engagement.
- Executed multivariate testing to optimize onboarding, driving 110% user growth in four months and 25% higher match success.
- Defined key performance indicators (user retention, feature adoption, session length) to ensure data-driven iterations.
- Presented usability testing insights and research-driven actionable recommendations to stakeholders, securing $20K in funding.

Thayer School of Engineering, Hanover, NH   **March 2021-December 2024**
Product Manager
- Led product development at Dartmouth's Design Center as Product Manager for 6 client-facing digital and physical products.
- Drove product discovery through user research, usability testing, and stakeholder alignment to define MVPs and roadmap priorities.
- Wrote product requirements and user stories; partnered with engineering teams to scope and execute features in agile sprints.
- Managed iterative prototyping and design validation cycles, integrating user insights and product metrics to inform decisions.
- Delivered internal documentation and stakeholder presentations to align on product direction, risks, and key outcomes.
- Launched a sensory-care product for autistic children; recognized for accessible design at the NH Occupational Therapy Conference.

Temsan Air Engineering, Kahramanmaraş, Türkiye   **June 2023-September 2023**
UX Research Intern
- Conducted a post-disaster usability study on HVAC systems with 120+ earthquake survivors focused on emergency workflows.
- Performed 30+ in-depth interviews, task analysis, and think-aloud protocols to uncover design flaws affecting accessibility.
- Facilitated moderated usability testing under simulated emergency conditions, capturing task performance data and pain points.
- Synthesized insights into stakeholder recommendations during biweekly review sprints, leading to control panel changes that reduced error rates by 23% and improved user satisfaction to 85%.

LEADERSHIP AND ENTREPRENEURSHIP

Albie App, New York, NY   **December 2023-June 2024**
Founder, UX Researcher/Designer
- Designed and launched a data-driven productivity app for students with ADHD, leading product development from discovery to MVP.
- Conducted 70+ interviews and 210 survey responses; synthesized insights into 5 personas that shaped product strategy and MVP scope.
- Planned and executed 2 diary studies and 3 focus groups; mapped behavioral patterns into journey maps to guide feature prioritization.
- Introduced innovative research techniques (e.g., storytelling prompts, gamified tasks) to increase engagement and depth of feedback.
- Created high-fidelity Figma prototypes; validated product hypotheses through heuristic evaluations, A/B tests, and pilot studies, leading to a 36% boost in task completion and a 40% reduction in time-on-task.

Dartmouth College, Hanover, NH   **September 2021-June 2023**
Lead Teaching Assistant for CS 67 (Human-Computer Interaction)
- Led a team of TAs supporting 300+ students in applying HCI principles to digital product development projects.
- Facilitated workshops on user research, usability testing, and data analytics tools, fostering skills in data-driven decision-making.
- Aided 20 student teams through iterative design cycles, including discovery research, prototyping, and feedback-driven refinement.
- Provided feedback on user stories, low-fidelity prototypes, and design documentation to improve clarity, user focus, and feasibility.
- Partnered with faculty to enhance the HCI curriculum, embedding real-world UX research and agile product development practices.

SKILLS AND INTERESTS

Skills: Sprint Planning, Product Development Life Cycle, Agile Methodology, Product Roadmapping, MVP Definition, Stakeholder Communication, User Stories, Jira, Backlog Prioritization, User Interviews, Surveys, Usability Testing, A/B Testing, Journey Mapping, Persona Development, Heuristic Evaluation, Data Analysis, Figma, Python, Market Analysis, Confluence, Adobe Suite, Microsoft Suite
Languages: English (native), Turkish (native), Azerbaijani (conversational), Spanish (conversational)
Interests: Consumer Tech, Venture Capital, Fintech, Early-Stage Startups, Chess