

LALIN OZYAZGAN

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UI/UX DESIGNER

UX/UI Designer with experience evaluating, designing, and optimizing digital experiences through user-centered design, website strategy, and AI-assisted workflows. Skilled in UX auditing, wireframing, prototyping, Webflow development, and applying SEO best practices. Experienced translating business objectives and user needs into scalable digital solutions that improve usability, engagement, and organizational outcomes.

EDUCATION

UX Design Professional Certificate | UC San Diego Extended Studies Expected June 2026
Google UX Design Specialization | Coursera Issued June 2025
B.S. Clinical Psychology | B.A. Ethnic Studies | UC San Diego September 2016 - June 2020

SKILLS & TOOLS

Design: UX/Web Audit, User journeys, Figma (wireframing, prototyping, design systems), SEO Fundamentals
Research: Competitive Analysis, User Research, Insight Synthesis, User Journeys and Flows
Tools: UserTesting, Airtable, Notion, Miro, Trello, HTML, CSS, Webflow, Adobe Creative Suite, Canva
AI: ChatGPT, Claude/Claude MCP (AI-assisted design workflows)
Strengths: Collaboration, communication, independent problem solving, attention to detail, adaptability

UI/UX DESIGN PROJECTS

Selected Case Studies – lalinozyazgan.com

- Built and launched a portfolio website in Webflow, including Claude MCP integration, hosting configuration and custom domain management.
- Conducted competitive analyses and usability evaluations to identify opportunities for improving navigation, content organization, and conversion pathways.
- Applied accessibility and SEO-informed design principles when structuring information architecture
- Built reusable components and scalable design systems in Figma to support consistency across web experiences.
- Designed responsive mobile and web UI and Information Architecture in Figma, prioritizing accessibility.
- Created interactive prototypes to communicate user flows and navigation patterns
- Presented design rationale and tradeoffs, communicating decisions to stakeholders.
- Leveraged AI tools (ChatGPT, Claude) to accelerate research synthesis, wireframing, and design iteration.

PROFESSIONAL EXPERIENCE

Lead Designer | Develop for Good Internship Program May 2026 - Present

- Building website designs for a nonprofit site to launch in Webflow.
- Developed a comprehensive Product Requirements Document (PRD) through stakeholder interviews, business analysis, and competitive audits of nonprofit websites.
- Conducted UX and content evaluations to identify opportunities for improved navigation, accessibility, user engagement, and organizational visibility.
- Leading wireframe creation, information architecture design, and prototyping in Figma, aligning user needs with organizational goals.
- Collaborating with engineers and stakeholders to translate design concepts into implementation-ready specifications, utilizing the Webflow plug in for Figma to streamline handoff.
- Applying SEO-informed content hierarchy, page structure, accessibility, and semantic HTML structure.

Clinical Research Coordinator | PacTARC at UCSD April 2024 - September 2025

- Managed complex project timelines, documentation, and stakeholder communication across multidisciplinary teams in a fast-paced research environment.
- Developed standard operating procedures (SOPs) and trained team members, improving workflow consistency and supporting organizational change during a leadership transition.
- Led team meetings and built and created participant tracking systems, improving coordination and reducing workflow inefficiencies.