

# Sinay Coskun Gokalp

Digital Designer | Jersey City, NJ

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## Profile

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Digital Designer with 4 years designing UI/UX for web and mobile products and 6+ years in visual and communication design. I combine user-centered thinking with strong visual craft, delivering end-to-end design from discovery and wireframes to high-fidelity prototypes and launch. Strong in **Figma**, **design systems**, **accessibility-minded UI**, and **design-to-dev handoff**, with a background in producing client-ready presentations and storytelling visuals.

## Core Skills

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User Research • Journey Mapping • User Flows • Information Architecture • Usability Testing • UX/UI Design • Interaction Design • Wireframing • Prototyping • Responsive Web Design • Web Accessibility (WCAG fundamentals) • Design Systems / Components • Design Documentation • Design Handoff • Agile Product Management • Stakeholder Communication • Cross-Functional Collaboration • Graphic Design • Brand Management • Presentation Design • Storyboarding • Video Editing

## Tools

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Figma • FigJam • Miro • Notion • Jira • Maze • GA4 • axe DevTools • WAVE • WordPress • Elementor • Framer • Adobe Creative Cloud • Lookback

## Experience

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### Founder & UX Designer - SCG Design | Jersey City, NJ

Nov 2025 - Present

- Lead end-to-end digital projects for brand and website modernization: discovery, content structure, UI direction, iteration, and launch readiness.
- Create wireframes, high-fidelity UI, and reusable components to maintain consistency across pages and marketing touchpoints.
- Produce clear design handoff assets (layouts, specs, states, responsive behavior) to support implementation and reduce back-and-forth.
- Develop supporting web copy and presentation materials to improve clarity, hierarchy, and conversion-focused messaging.

### Digital Designer - Freelance | Remote

Dec 2024 - Nov 2025

- Designed and built **responsive websites** using **WordPress/Elementor** and **Framer**, translating brand needs into clean, scalable layouts.
- Delivered cross-channel marketing assets: **presentations**, **email layouts**, **flyers**, **brochures**, **booklets**, **catalogs**, and social media content.
- Strengthened brand clarity by improving **typography**, **spacing systems**, **visual hierarchy**, and **consistent visual direction** across deliverables.

## Digital Designer - MyRegistry.com | Fort Lee, NJ

May 2022 - Sep 2024

- Designed and delivered **UI/UX** for web and mobile product experiences from **user flows and wireframes to high-fidelity prototypes**.
- Partnered with cross-functional teams to deliver **responsive, accessibility-minded** UI and maintain clear design intent through handoff.
- Contributed to consistent UI patterns using **components/variants/states** in Figma to improve usability and reduce design debt.
- Produced polished internal and stakeholder-facing visuals to communicate features, updates, and product direction.

## Urban Designer - BLAU Architecture and Planning | Barcelona, SPAIN

Sep 2020 - Nov 2020

- Created client-ready **presentations and visual narratives** (diagrams, maps, layouts) to explain planning concepts clearly.
- Developed structured decks with strong hierarchy, typographic systems, and visual consistency under tight timelines.

## Urban Designer - Likya Architecture and Urban Design | Ankara, TURKEY

Aug 2019 - Feb 2020

- Produced project **decks, boards, and communication visuals** to present concepts, outcomes, and recommendations.
- Designed supporting digital assets for web/social use, aligning visuals with project messaging and audience needs.

## Education

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### Institute for Advanced Architecture of Catalonia (IAAC)

M.A., City and Technology

Barcelona, Spain | 2020 - 2021

### Middle East Technical University (METU)

B.A., City and Regional Planning

Ankara, Turkey | 2016 - 2020

## Selected Achievements

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**Selected Design Project Showcase**, City Street 5 – Time of Streets Symposium | Lisbon | 2022

**Guest Speaker**, American Planning Association – National Planning Conference | San Diego | 2022

**1st Place**, Data-Driven Mobility Hackathon | World Resources Institute – Sustainable Cities | Dec 2021

**Collaborative Design Research**, Foster + Partners & IAAC | Barcelona | May 2021

## Certifications

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**Design for a Better World with Don Norman** | Interaction Design Foundation (IxDF)

**Introduction to Web Accessibility** | W3Cx (World Wide Web Consortium)