

Profile

A results-oriented Web Producer/Designer with proven ability to work independently or as a team player. Extensive experience hard-coding **HTML** and **CSS** with a focus on creating standards compliant web sites. Proficient at debugging code and ensuring cross-platform and cross-browser compatibility. Competent working with **Dreamweaver**, **Contribute**, **Photoshop**, **Illustrator**. Familiar with Relational Database Management Systems (**RDBMS**), online video, customization of **JavaScript** and **Twitter Bootstrap** and **WordPress**. Ability of **multitasking** in a fast-paced environment, while maintaining an emphasis on quality. Ready to offer dedication, solid contribution to any success driven team. Bilingual: Turkish and English.

Experience

“Gülben is a gifted designer and a gem of a person. She is easy to communicate with, she’s fast, thorough, and thoughtful in everything she touches. Anyone would be fortunate to work with her.”

Sharon Lack
Trustee,
The Stillman-Lack
Foundation

Web Producer | Stanford University – SoM - IRT | 07/2011-present

- Design **HTML5** sites in **Bootstrap** framework, and **WordPress** templates.
- Transform Photoshop mock-ups into HTML layouts, integrated with standard SoM templates using **YUI**, **JQuery** libraries and **CSS3**.
- Manage high importance web site production workflow for Stanford Hospital & Clinics.
- Working with key project owners ensuring that all the business needs are met. Guiding them for efficient online presence to maximize the user experience.
- Designing **HTML email** templates ensuring cross email client experience.

Web Support Specialist | Stanford University – SoM - IRT | 09/2008-07/2011

- Provide daily **technical support** and guidance to the Stanford Medicine web author community of over 450 websites. **Troubleshoot** and maintain web pages to ensure overall site integrity.
- Guide clients in the process of content organization and site production.
- Provide in-depth web site analysis support through **WebTrends** and **Google Analytics**.
- Author and develop web content and technical support documentation
- Provide in-class student support for **Dreamweaver** and **Contribute** training courses.

Web Producer (contract) | Stanford University – SoM - IRT | 06-09/2008

- Converted Stanford Hospital & Clinics (SHC), Stanford Health Library and Stanford Cancer Institute web sites, integrating with Stanford School of Medicine (SoM) web site.
- Managed email campaigns to the owners of over 300 independent sites during the SHC/SOM Integration 2008 project.

Digital Archivist / Web Developer | The Stillman-Lack Foundation | 02/2002-05-2008

Hired to develop and maintain the web site for the non-profit Stillman-Lack Foundation, dedicated to promoting the art of Ary Stillman (1891-1967)

- Developed, managed and improved written and graphical content of over 700-page web site by gathering information from various sources such as published materials, photos and scrapbooks.
- Monitored and coordinated Google **AdWords** campaigns and analyzed Google **Analytics** results for improvement of features to attract visitors and promoting of the web site. Created reports and presented Google **AdWords** and **Analytics** results at board meetings.
- Improved the web site's Google page ranking by application of Search Engine Optimization (**SEO**) principles.
- Created an **Access database** by implementation of normalization principles for over 800 artworks targeted to improve foundation's archiving system.
- **Improved the web site continually on both front and back end by staying on top of the latest web trends.**
- Responsibilities include storing and organizing foundation's digital asset sources, providing digital material support for the colleagues, **assistance on various technical issues** for aiding decision making process.

“Gülben did a great job developing a deep multi-media online distance learning self-study curriculum on disaster risk reduction, using a wide variety of materials. She is able to take both direction and initiative - a great combination!”

Marla Petal
Former Director,
BU, KOERI, DPEP*

Experience

continued

“I am delighted to sing the praises of Gülben. She designed my website with great skill and attention to both clarity and aesthetics. Her patient understanding of what my goals were made her a joy to work with. My recommendation of her work is enthusiastic and heartfelt.”

Marjorie Cowley
Author

“Gülben is a very responsive professional who cares about the quality of her work products. She is a team player but also works well alone. I have very high regards for her as a person and would recommend her full heartedly.”

Suha Ülgen
Managing Director,
TED Teknolojik
Eğitimsel
Danışmalık Ltd

Coordinator of Distance Learning Development | BU, KOERI, DPEP* | 01/2004-06/2005

- **Designed Graphic User Interface (GUI)** of the distance learning module of the project.
- Adapted presentation based, instructor guided BDA curricula into self-paced distance learning curricula. Authored necessary content and supported the curricula with **JavaScript** activities, such as fill-in-the-gap, crossword and image matching that promote user interaction.
- **Prepared image handling manual, trained colleagues** for the QA/QC and sustainability of the digital media sources.

Freelance Web Designer | 2002-2005

- Evaluated different web hosting services and selected the most suitable provider matching the clients' budget and needs. Managed domain name and hosting plan accounts.
- Designed **template based, CSS powered, W3C valid** web pages along with site graphics and navigational elements.
- **Designed logos, brochures and several advertisements to be published.**

Project Leader | TED Teknolojik Eğitimsel Danışmalık, Istanbul/Turkey | 01/2001-09/2001

- Developed base maps and building inventory classification guidelines for field personnel to investigate structural earthquake hazard risk for Community Impact Project Geographic Information Sharing System (GISS) in Istanbul.
- Designed and managed the GISS database which supports automated data transfer from field data collection units such as PDAs and notebook computers. Developed field data collection protocol.
- **Built inter-group communication link between neighborhood organizations.**
- **Created a user manual for PDA data collection protocol and gave hands-on training to volunteers.**
- Processed the collected data, created reports and thematic maps.
- Designed, developed, published and maintained a **web-based interactive mapping** application which supports password protected remote data entry <http://www.e-harita.gen.tr/kocaeli/ornek.htm> (Sample pages).

GIS Operator | TED Teknolojik Eğitimsel Danışmalık, Istanbul/Turkey | 11/1999-12/2000

- Compiled various maps and satellite images for the study areas of Duzce and Kocaeli Post Earthquake Geospatial Information Sharing System (GISS) Project.
- Provided assistance for collection of landmark, as well as the updating of the transportation network by creating street centerlines using GPS-integrated hand-held computers in the field.
- Supported the development of a geospatial database that stored various data sets collected by project staff **using GIS techniques.**
- **Developed user manuals for the project and assisted the hands-on training of end-users at Internet cafes.**
- Helped the custodians of the systems (Izmit City Assembly and Duzce Beautification and Development Society -DUZDER-) with public announcements and press conferences introducing the project.

Portfolio

Portfolio in Prezi: http://prezi.com/fmesngnbbc_k/portfolio/

Education

- **Academy of Art University | 09/2012 – present**
MFA in Web Design and New Media
- **Mimar Sinan University/Istanbul-Turkey | 09/1996-06/2000**
BA in City and Regional Planning Degree Program

* Bosphorus University (BU), Kandilli Observatory Earthquake Research Institute (KOERI), Disaster Preparedness Education Program (DPEP), Turkey