

Aysima Nesrin Şahin

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📍 Kağıthane, Istanbul/Turkey ✉ aysima_nesrin29@outlook.com ☎ +90 506 128 71 72 in [LinkedIn](#) 📁 [Portfolio](#)

Education

Kadir Has University <i>Master of Arts in Social Psychology; Full Scholarship</i>	Sep 2026 – Present
Kadir Has University <i>Bachelor of Arts in Psychology; GPA: 3.77/4.0, High Honor Student</i>	Sep 2021 – Jun 2026
Kadir Has University <i>Minor in User Experience; GPA: 3.87/4.0</i>	Sep 2024 – Jan 2026

Experience

Enüstkat Interactive (euk.) Account & Project Management Intern	Istanbul, Turkey Mar 2026 – May 2026
- Conducted a heuristic evaluation of Viking Temizlik's website (23 usability issues classified by severity into a prioritized roadmap) and ran a Core Web Vitals audit with mobile-responsiveness and SEO checks to improve performance and search visibility. - Delivered corporate research and a SWOT analysis for ODAŞ; developed brand-aligned employee engagement concepts differentiated across blue- and white-collar segments. - Performed CMS content entry and pre-launch UAT/QA testing across client websites, ensuring cross-page consistency. - Collaborated cross-functionally with design and development teams to deliver projects on schedule.	
Things UX Designer & Researcher Intern	Istanbul, Turkey Jul 2025 – Mar 2026
- Owned the Fiat website redesign from research to UI: set strategy and KPIs, benchmarked user flows, and surfaced 55+ usability and accessibility issues through testing with 14 participants. - Led end-to-end research for a data-driven e-commerce design system: moderated testing on Gratis to surface component-level issues and drive design-system improvements. - Helped train and refine the AI agent for a UX audit platform (uxaudit.now) across e-commerce, OTT, corporate, and landing-page categories. - Owned design QA across 3+ Koç Healthcare websites, catching UI and usability issues pre-launch. - Designed wireframes for core flows in the AÇEV app, defining the structure for key user journeys.	
Moral Intuitions Laboratory (MINT Lab), Kadir Has University Research Assistant & Communications Coordinator	Istanbul, Turkey Dec 2023 – Present
- Lead a research project on motivated reasoning (social psychology, cognitive science, and behavioral economics), managing the full research cycle from literature review and measurement development to data analysis and reporting. - Granted the TÜBİTAK 1001 research scholarship. - Manage lab communications and social media, and designed an intern onboarding program for incoming members.	
Program for Undergraduate Research (PURE), Sabancı University Undergraduate Research Assistant	Istanbul, Turkey Jul 2024 – Oct 2024
Selected from 7,000 applicants for the program; conducted experimental research on human-robot interaction (literature review, behavioral measurement development, NAO robot programming), presenting findings via poster and report.	

Skills Summary

Research Methods: Usability Testing, User Interviews, Heuristic Evaluation, UX Audit, Survey Design, Experimental Design, Journey Mapping, Competitive Analysis, Qualitative and Quantitative Analysis, Thematic Analysis, A/B Testing

Tools: Figma, Airtable, Qualtrics, JASP, Jamovi, R, Choregraphe, Microsoft Office, Canva, ClickUp, Trello, CMS

Languages: Turkish (Native), English (Advanced), Spanish (Beginner)

Certificates

- **AI x Product Design Training** — Insider One (September – October 2026)
- **Figma Pro: Auto Layout, Components, Prototyping & UI Motion** — Skillshare (July – August 2026)
- **GenAI for UX Designers** — Coursera (June 2026)
- **1st Place & Certificate of Appreciation, KAMP'26 Case Competition** — Marketing Club of Koç University (February 2026)
 - Developed a market entry strategy for AbbVie Türkiye; our team ranked 1st of 4 teams.
- **Design and Optimize User Funnels** — Coursera (January 2026)
- **UI/UX Design Specialization** — California Institute of the Arts (February – April 2025)
- **Conduct UX Research and Test Early Concepts** — Google (February 2025)

Selected Volunteer Experience

Project Volunteer

Istanbul City Council

Istanbul, Turkey

Mar 2023 – Aug 2023

- Led a team project, "First Aid Preparedness Plan for Animals after Disasters," for Istanbul Metropolitan Municipality's "Bütçe Senin" program: researched disaster/risk management, developed an intervention plan for disadvantaged groups, and validated proposals with academics, veterinarians, and NGOs.

Trainer

European Federation of Psychology Students' Associations (EFPSA)

Istanbul, Turkey

Dec 2022 – Jun 2023

- Designed and delivered two-day awareness workshops on bullying and dating violence for 15 high school students in the "Better Together" project, creating all materials (presentations, activities, brochures, resource kits, sponsorship) and serving as sole presenter.