

Idil Duzgun
UX Writer | Prompt Designer | Content Systems Specialist

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WORK EXPERIENCE

Delivery Hero

Senior UX Writer

Berlin, Germany

April 2023 – Present

- **AI Content Automation:** Led the end-to-end development of an AI-powered Figma plugin to automate microcopy generation across the Rider product line, delivering the project 3 weeks ahead of schedule.
- **Internal Tools & Systems:** Architected internal tools that scaled content expertise to 11 squads, reducing content-related delays by 80% and saving 2,000 hours annually
- **Mentorship & Leadership:** Acted as a mentor to designers and product managers, strengthening technical literacy and promoting scalable methodologies for designing with AI.
- **Strategic Problem Solver:** Resolved systemic communication flaws by replacing manual rider calling with an Interactive Voice Response (IVR) system, managing 15,000 daily calls with a 100% success rate
- **Design Systems & UI Craft:** Write and edit clear, concise, and consistent copy for a wide array of user interface components, ranging from fundamental buttons and form fields to complex error states and tooltips.
- **Evidence-Based Iteration:** Lead user research and usability testing to decode user needs and behaviours, utilising qualitative and quantitative insights to refine the clarity, tone, and strategic effectiveness of all product copy.
- **Ethical & Inclusive Design:** Championed ethical conversational pathing to manage high-stress safety/payment crises, ensuring language supported user trust and safety
- **Operational Governance:** Architect and maintain comprehensive style guides, voice and tone frameworks, and systemic documentation to ensure global coherence across every user touchpoint.
- **Collaborative Strategy:** Partner in design reviews and cross-functional critiques to provide high-level feedback on design concepts and advocate for the role of content in enhancing the overall user experience.
- **Cross-Functional Execution:** Collaborate with designers, engineers, and product managers to deliver effective, user-centred copy that balances business objectives with technical and legal requirements.

Getir

UX Writer

Istanbul, Turkey

Dec. 2021 – Feb. 2023

- **Impact-Motivated Craft:** Motivated by product excellence, created clear, concise UI text for GetirFood and GetirJobs, making strategic decisions based on metrics and user journey mapping
- **Conversational Enablement:** Deliver self-service writing resources, including voice and tone guidance, word lists, and CX scripts for customer agents and chatbots.
- **Product Quality & Audit:** Conduct heuristic evaluations of content, driving specifications that maximise product impact and excellence.

Inofab Health

UX Writer

Istanbul, Turkey

Jun.2021-Dec.2021

- **Collaborative Design:** Acted as a cross-functional problem solver, working with product teams to develop written and visual narrative design solutions
- **Information Architecture:** Ensure content design aligns with the information hierarchy and guidance requirements.
- **Framework & Strategy Development:** Develop voice & tone guidelines, content wireframes, style guides, and communication plans.
- **User Flow Optimisation:** Provide user flow recommendations to support clear, user-centred copy.
- **Stakeholder Management:** Build relationships with stakeholders, developers, marketers, and clinical health experts.

EDUCATION

Istanbul Bilgi University

Cultural Studies, MA ,GPA 3.91

Comparative Literature, BA, GPA 3.27

Istanbul, Turkey

June, 2019

June, 2016

SKILLS

Language

Fluent Turkish, Fluent English, Conversational German

TECHNICAL SKILLS & FRONT-END LITERACY

Technical

AI/LLM: Prompt Design, Testing, and Optimisation; Intent Mapping; Conversational Logic

Tools: Figma, JSON, Jira, Miro, Antigravity

Methodology: User Research, Heuristic Evaluation, Product Strategy, Information Hierarchy