Ayşenur Onaran

Web Developer / Designer

Architect turned developer, building digital experiences with curiosity, care, and a systems mindset — always learning along the way.

Relevant Experience

2022 - present

Web Developer / Digital Designer • Elevate Health Technologies

Website Design & Development: Designed and developed the company website using Webflow, integrating custom HTML, CSS, and JavaScript for tailored functionality and visual effects.

Integration & Tracking: Connected the website with HubSpot for lead generation. Implemented Google Analytics 4 (GA4) and Google Tag Manager to track user behavior and gather actionable insights.

A/B Testing & Optimization: Conducted A/B testing to evaluate design and content effectiveness, using data-driven decisions to continuously enhance website performance and user engagement.

Marketing Design: Created marketing assets, including landing pages, brochures, and digital campaigns, to effectively communicate product value.

Brand Identity Design: Developed a cohesive brand identity that reflects the company's values and vision. This included crafting logo designs, color palettes, typography, and overall visual guidelines to ensure consistency across all platforms.

Collaboration & Strategy: Worked closely with cross-functional teams to align website and marketing efforts with overall business goals.

Education

2019 - 2022

Master of Architecture • Middle East Technical University

2014 - 2019

Bachelor of Architecture • Izmir University of Economics

Contact

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Skills

Languages & Frameworks

React

Typescript

HTML, CSS, and JavaScript

Next.js

Tailwind CSS

GSAP

Framer Motion

Tools & Platforms

Git

GitHub

Netlify

Webflow

Figma

Adobe CC

Google Analytics 4

Google Tag Manager

Google Ads

Hotjar

Interests

Biking, traveling, photography, and cooking. Fascinated by technology and always eager to learn something new.