**ESRA BAKKALBASIOGLU**

Portfolio: www.esrabakkalbasioglu.com

I am a UX Researcher with a background in academic and policy research. My PhD dissertation project is mixed-methodology research conducted on users and non-users of electricity and water infrastructure systems in rural regions. As a mixed-method researcher, I conduct qualitative and quantitative user research projects for startups.

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**Experience User Researcher** *2018 \_ to date*

 **Freelance,** *Seattle, WA*

I align with engineering and design teams to define their needs and concerns. I turn their insights into research questions, choose the suitable methodology, plan the research budget and timeline. I recruit participants and lead research. My user experience research surface pain points and potential new approaches which I translate into actionable items and recommendations shared with my partners and customers. I follow-up with my partners evolution of each project to measure the impact of my research.

**Research & Teaching Assistant** *2011 \_ to date*

 **University of Washington,** *Seattle, WA*

During my PhD, I have conducted mixed methodology research projects; including participant observation, survey, interview, content analysis, focus groups. My dissertation research project on users and non-users of electricity and water infrastructure systems already turned into 3 articles, 18 conference presentations & multiple public talks. I orchestrated a team of 8 teaching assistants as the Head T.A. and designed and taught 2 courses and assisted 11 courses.

**Project Management Intern** *Summer 2018*

**T-Mobile for Business**, *Bellevue, WA (3 months)*

I have worked in the coordination of IT, engineering, and business PMs and shipment of the ITA partner onboarding to the new billing platform. I conducted interviews with different teams to find the root causes of the existing inefficiencies in project delivery. My findings turned into three separate projects. I prepared an interactive report on project latency covering the last five years on PowerBI to be shared with the leadership. I automated a system generating weekly workload dashboards using a large dataset from SharePoint. I coded automated follow-up system to be regularly shared with IT and Engineering teams that reduced latency rates around 35 percent.

**Research Manager** *July 2009 \_ August 2011*

**TESEV Foundation**, *Istanbul, Turkey*

I was responsible for designing and managing the timeline and budget of 4 ethnographic research projects with 2 separate research teams. I also directed the think-tank’s outreach effort of 8 different research projects, organized two national conferences, and built relations with stakeholders and media. I authored 5 articles on research findings in national publications. These research projects and policy recommendations became the basis of many policy changes including a ceasefire negotiation between the Turkish government and the PKK, Kurdish guerilla group.

**Education PhD in Interdisciplinary Near and Middle Eastern Studies** *2011 \_ to date*

University of Washington,*Seattle, WA*

My dissertation project focuses on distribution and access to electricity and water infrastructures in the rural areas of the Middle East. I have been nominated for the University of Washington Excellence in Teaching Award in 2018. I have received the Outstanding Teaching Recognition Letter from the Dean of Art and Sciences in 2016.

**MA in Political Science and International Relations**  *2009*

 **Bogazici University,** *Istanbul, Turkey*

**BA in Political Science and International Relations**  *2007*

 **Bogazici University,** *Istanbul, Turkey*

**Skills Soft Skills** Experience in collaboration and comfortable working across teams,

 Strong verbal and written communication skills in tech and non-tech subjects,

 Flexible team player who prospers in fast-paced work environment

**UX Tools** Usertesting.com

 Qualtrics

**Qual Analysis** Atlas.ti

**Quant Analysis** STATA

 R

 SQL

**Data Viz** PowerBI

Tableau

 Keshif

**MSFT Tools** SharePoint

MS Office

**Languages** Turkish \_ native

 French \_ fluent

 Arabic – lower intermediate

 Italian \_ basic

 Hebrew \_ basic