

Berkay Vuran, MSc, PMP®

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Highly accomplished senior product enthusiast & scrum master with **over 6 years** of diverse experience in **product management**, **project management**, **product ownership**, and **product analysis** combining a robust foundation in **psychology** and **organizational behavior**. Expertise in **CRO**, **CX**, **SEO**, **ML**, and **AI** solutions, coupled with multiple proven knowledge with certifications such as **PMP®**, **PSPO™-I**, **PSM™-I**, **PAL™**, **PSU™**, **PSFS™**, and **PSD™**.

Motto: Transform complex challenges into streamlined, **user-centric** solutions that drive **progress** and **innovation**.

EXPERIENCE

SESTEK | Lead AI-Powered Conversation Solutions **Ankara, Türkiye (Hybrid)**
Senior Product Analyst **09.2024 - Present**

- Orchestrated consistent documentation and design standards across teams as a servant leader.
- Acted as a change catalyst, aligning development and Product Owners for strategic clarity.
- Spearheaded intuitive design creation for modules to clarify requirements.
- Enhanced customer experience by addressing feedback and escalations.

Emlakjet (iLab Ventures) | Top PropTech in Türkiye **İstanbul, Türkiye (Remote)**
Senior Product Manager & Scrum Master **11.2022 - 09.2024**

- Spearheaded Agile transformation and cultivated a culture of continuous improvement.
- Orchestrated data-driven product development, aligning features with user needs and market trends.
- Implemented advanced technologies like ML, NLP, and AI to drive platform innovation.

Navlungo | Deloitte Fast 50 Winner E2E Logistics Orchestrator **İstanbul, Türkiye (Remote)**
Product Owner **01.2022 - 11.2022**

- Managed freight, payment, legal, and data domains, driving expansion across 3 continents and 230 countries.
- Orchestrated customer growth to 70,000 and handled 1,000,000 transactions, boosting sales by 150%.
- Developed a reporting platform on AWS QuickSight, transforming Navlungo into a data-driven organization.

Etiya | Global Customer-Centric Software Company **Ankara, Türkiye (Hybrid)**
Senior Business Analyst **11.2021 - 01.2022**

- Conducted HLD and LLD analyses using Atlassian, ensuring clear documentation and team communication.
- Developed and implemented UAT scenarios, validating system functionality and aligning with business needs.
- Led UX research and design, enhancing user experience and increasing adoption rates.

Turkish Ministry of Health | Public Sector **Ankara, Türkiye**
Product Owner & Business Analyst **02.2019 - 11.2021**

- Led the development of ALO184 SABİM, enhancing communication for 6 million users annually.
- Conducted UX research and design with Balsamiq and Figma, collaborating with key stakeholders.
- Crafted user cases for the Meeting Point Web Application, supporting 100,000 users annually.

EDUCATION

Hacettepe University **2019 - 2024**
MSc, Organizational Behavior (High Honor, 3.86/4.00)

Anadolu University **2020 - 2022**
ASc, Web Design and Development (Honor, 3.08/4.00)

Hacettepe University **2013 - 2017**
BSc, Psychology (High Honor, 3.55/4.00)