Berkay **Vuran** | Lead Product Analyst

Ankara, Türkiye

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Summary

Product professional with 7+ years of experience. Specialized in AI, PropTech, and enterprise software with expertise in product development, user experience, and data-driven strategy. Proven track record in driving revenue growth, improving delivery speed, and enhancing customer satisfaction in products serving over 6M users. Holder of PMP, PSPO, PSM, PSU, and PSD certifications.

Experience

SESTEK — Ankara (Hybrid)
Lead Product Analyst — *09.2024–Present*
- Contributed to improvements in overall product development speed
- Supported reduction of rework by aligning product strategy with cross-functional teams
- Helped increase customer satisfaction through structured feedback loops
- Actively involved in the discovery and development of new product features

Emlakjet — Istanbul (Remote)
Senior Product Manager & Scrum Master — *11.2022–09.2024*
- Managed end-to-end product lifecycle of a marketplace platform, increasing user engagement
- Improved conversion rates by integrating ML/AI technologies including NLP-based property matching
- Designed and implemented an analytics framework and KPI dashboard to support data-driven decisions

Navlungo — Istanbul (Remote)
Product Owner — *01.2022–11.2022*
- Managed product requirements across 3 continents and 230 countries, supporting international expansion
- Scaled the platform to support high user and transaction volumes, contributing to significant sales growth

Etiya — Ankara (Hybrid)
Senior Business Analyst — *11.2021–01.2022*
- Developed a comprehensive UAT framework that reduced post-launch defects
- Conducted user research initiatives to improve enterprise product adoption

Ministry of Health, Republic of Türkiye — Ankara
Product Owner — *02.2019–11.2021*
- Took part in the development of ALO184 SABİM platform, serving millions of users annually
- Designed and launched the Meeting Point Web Application, supporting 100K+ users annually

Skills

Product: Product Strategy, Roadmap, Prioritization, A/B Testing, Customer Development
Analytics: AWS QuickSight, Google Analytics, SQL, Tableau, Power BI, Mixpanel, Amplitude
Tools: Jira, Confluence, Figma, Miro, Azure DevOps, Notion, Productboard
Methodologies: Agile, Scrum, Kanban, OKRs, Design Thinking, Lean Startup
Technology: API Integration, AWS, Machine Learning, NLP

Education

Hacettepe University
MSc, Organizational Behavior, GPA: 3.86/4.00 — *2019–2024*

Anadolu University
Associate Degree, Web Design & Development, GPA: 3.08/4.00 — *2020–2022*

Hacettepe University
BSc, Psychology, GPA: 3.55/4.00 — *2013–2017*