






# BERKAY VURAN • SR. PRODUCT MANAGER


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A multi-disciplinary product enthusiast leveraging a rich psychology, organizational behavior, and data engineering foundation from Hacettepe University. Certified in PSU™, PSFS™, PAL™, PSD™, PSPO™-I, PSM™-I, blend innovative thinking with strategic execution. Over 5+ years, navigated diverse roles such as Product Manager, Product Owner, Project Manager, and Technical Analyst, adapting and excelling in varied organizational landscapes.

## EXPERIENCE

### Emlakjet (iLab Ventures) | *Top PropTech in Türkiye*

10/2022 - Present

#### Senior Product Manager

*İstanbul, Türkiye (Remote)*

- Led R&D application documentation, analysis, development, referee interviews, and bureaucratic negotiations.
- Spearheaded studies on ML, NLP, and generative AI implementations in the proptech domain.
- Contributed CRO, ASO, tech & non-tech SEO, and R&D strategies.
- Administered solutions for the automation of the lead management & transfer processes.
- Chaired solutions to prevent proptech abuse and fraud activities for B2B & B2C users.

### Miul | *Most Innovative Educations & Networking Platform*

11/2023 - 02/2024

#### Individual Contributor

*Uppsala, Sweden (Remote)*

- Generated online education programs within the product management scope.
- Focused these areas: Data-driven product development, Scrum product ownership, user experience, product metrics, product ownership carrier pathway, and AI solutions for product ownership.
- Uçtan Uca Product Ownership

### Navlungo | *Deloitte Fast 50 Winner E2E Logistics Orchestrator*

01/2022 - 10/2022

#### Product Owner

*İstanbul, Türkiye (Remote)*

- Reached more than 70,000 customers, 1,000,000 transactions, 3 service area continents, and 230 countries.
- Conversion & funnel optimization (with Google Analytics & Hotjar) for zero churns and 100% retention.
- Directed development process of a fully-featured new product 'deliver.ist' in 3 months.
- Increased overall sales volume by more than 150%.

### Turkish Ministry of Health

02/2019 - 11/2021

#### Product Owner & Business Analyst

*Ankara, Türkiye*

- Created business intelligence dashboards for over ministerial level insights with Microsoft Power BI & Turboard SINA & MSSQL Server & PostgreSQL & PL/SQL.
- Led the technical call center architecture & UML diagrams of the ALO184 SABİM which aims to strengthen communication between patients and healthcare professionals and it has approximately 6,000,000 users per year.
- Crafted all of the user cases and scenarios of the Meeting Point Web Application which aims to strengthen relationships between healthcare professionals and high-level managers and it has approximately 100,000 users per year.
- Organized business & technical logics of the Health Survey Web Application which aims to collect data from patients and healthcare professionals and it has approximately 40,000 users per year.

## EDUCATION

### Hacettepe University

2019 - 2024

*MSc, Organizational Behavior (High Honor)*

### Anadolu University

2020 - 2022

*ASc, Web Design and Development (Honor)*

### Hacettepe University

2013 - 2017

*BSc, Psychology (High Honor)*