

BERKAY VURAN

Multi Disciplinary Product Enthusiast

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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 Business Analyst, adapting and excelling in varied organizational landscapes.

EXPERIENCE

Emlakjet (iLab Ventures) | Top PropTech in Türkiye Senior Product Manager

Istanbul, Türkiye (Remote)
2022 - Present

- 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 Individual Contributor

Uppsala, Sweden (Remote)
2023 - 2024

- 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 Product Owner

Istanbul, Türkiye (Remote)
2021 - 2022

- 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 | Public Sector Product Owner & Business Analyst

Ankara, Türkiye
2019 - 2021

- 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)