

# Berkay Vuran, MSc, PMP®

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Highly accomplished senior product manager & scrum master with **over 5 years** of diverse experience in **product management**, **project management**, **product ownership**, and **business 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

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

- 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.
- Optimized CRO, ASO, and SEO, significantly boosting platform performance and visibility.
- Strengthened platform security by deploying measures to prevent abuse and fraud.

**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.
- Led the rapid creation of deliver.ist, a global ship & shop service, from concept to launch in 3 months.
- Enhanced service offerings, solidifying Navlungo's leadership in digital logistics.

**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.
- Drove the successful CRM transformation project for Ooredoo, the largest telecom company in MENA.
- Ensured smooth project rollout through meticulous planning and execution.

**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.
- Defined requirements for the Turkcell BiP COVID-19 Hotline, serving 20,000 users during the pandemic.
- Designed UML diagrams for the Ministry of Health WhatsApp Hotline, supporting 10,000 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)*