Berkay Vuran

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Highly accomplished senior product manager 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   *2022 - Present*

- Led **data-driven product development** decisions.
- Contributed **CRO, ASO, SEO, and R&D** strategies.
- 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.
- Arranged structured **training** explaining emlakjet's product mindset to all fresh colleagues in the onboarding.

Miuul | *Most Innovative Educations & Networking Platform*   **Uppsala, Sweden (Remote)**
Individual Contributor   *2023 - 2024*

- Generated online education programs within the **product ownership** & **product management** scope.
- Uçtan Uca Product Ownership

Navlungo | *Deloitte Fast 50 Winner E2E Logistics Orchestrator*   **İstanbul, Türkiye (Remote)**
Product Owner   *2021 - 2022*

- In the four main domains under my responsibility which are freight, payment, legal, and data; Navlungo reached more than **70,000** customers, **1,000,000** transactions, **3** service area continents, and **230** countries and increased overall sales volume by more than 150%.
- Designed and implemented the KPI reporting platform on **AWS QuickSight** in order to become a data-oriented company. All data from sales, operations, marketing, and product is aggregated and made transparent to the entire business.
- Directed development process of a fully-featured new product for ship & shop from Turkey to worldwide 'deliver.ist' in 3 months from ideation to production.

Turkish Ministry of Health | *Public Sector*   **Ankara, Türkiye**
Product Owner & Business Analyst   *2019 - 2021*

- 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 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)