






BERKAY VURAN • 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 Technical Analyst, adapting and excelling in varied organizational landscapes.

EXPERIENCE

Emlakjet

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.
- Administered solutions for the automation of the lead management & transfer processes.
- Chaired solutions to prevent proptech abuse and fraud activities for B2B & B2C users.

Global Cyber Security Network | GCSN

01/2024 - Present

Individual Contributor

Brentford, UK (Remote)

- The Global Cyber Security Network is the online directory website for the cyber security ecosystem.
- Find cyber security companies, software, tools, platforms, jobs, events, courses, recourses and so much more.
- [My contributions](#)

Miuul

11/2023 - Present

Individual Contributor

Uppsala, Sweden (Remote)

- Generated online education programs within the product management scope.
- [Uçtan Uca Product Ownership](#)

Navlungo

01/2022 - 10/2022

Product Owner & Business Analyst

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

- Led the technical call center architecture & UML diagrams of the ALO184 SABİM that has 6,000,000 u/year.
- Crafted all of the user cases and scenarios of the Meeting Point Web Application which has 100,000 u/year.
- Organized business & technical logic of the Health Survey Web Application that has 40,000 u/year.

EDUCATION

Hacettepe University

2019 - 2023

MSc, Organizational Behavior ([High Honor](#))

Anadolu University

2020 - 2022

ASc, Web Design and Development ([Honor](#))

Hacettepe University

2013 - 2017

BSc, Psychology ([High Honor](#))