Gizem Ayaz Yegül

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EXECUTIVE SUMMARY

As a certified Meta Front-End Developer with experience as a Scrum Master/Product Owner, I bring a unique combination of technical and project management skills to the field of React Web Development. With hands-on experience in UI testing and providing feedback, I am well-versed in creating user-friendly and visually appealing web applications. I am eager to collaborate with a team to develop cutting-edge technology and deliver high-quality products to customers.

CERTIFICATIONS

- Coursera - Meta Front-End Developer , *April 2023*
- Certification of PSM I, scrum.org *Aug, 2018*
- Telc B1 Deutsch Certification *Feb, 2020*
- Google Data Analytics Professional Certificate, *Dec 2021*
- Udemy - Product Management Class, *July 2021*

SKILLS

- HTML & CSS & JavaScript
- React
- Git
- Coaching
- Culture-focused
- Conflict Resolution
- Problem resolution
- Negotiation
- Organization
- Strategy
- Jira
- SQL
- Gherkin
- Google Sheets
- Agile
- Product Development
- Documentation Management & Confluence
- User Story & Acceptance Criteria
- Roadmap & Backlog Management

LANGUAGES

- English - Professional Working Proficiency
- German - Intermediate
- Turkish - Native Speaker

EMPLOYMENT HISTORY

Freelance tester at Usertesting.com, Berlin
May 2021 - Current

- Conducted user testing on UserTesting.com to provide feedback on website and mobile app usability for various clients.
- Followed test scenarios and provided thoughtful insights on user experience, user interface, and overall website functionality.
- Provided constructive feedback and recommendations to clients based on testing results to improve website or mobile app usability.
- Demonstrated attention to detail in reporting testing results and providing actionable recommendations for improving the user experience.
- Adapted to new client requirements and test scenarios quickly, allowing for efficient and effective testing.

Product Owner at Alocai(Altagram), Berlin
Dec 2020 - May 2021

- Took an active role in shaping the roadmap, backlog, and organizing the team workflow.
- Collaborated with the stakeholders to get the requirements, and created meaningful solutions, and defined user stories & the user acceptance criteria.
- Led all agile ceremonies with the development team, and played an active role in estimation, and prioritization to reach the objectives of the product.
- Delivered a localization platform to the market of video game localization that is in a totally new industry to work, and adapted the domain quickly.
- Brought totally new feature(Instant Quote), made benchmarking, and worked with a UX designer to create the best user experience.
- Executed multiple beta launches with the developers, and QA engineer.
- Gathered feedback from the stakeholders through demo sessions, interviews, and surveys, and created training and onboarding materials for the stakeholders and potential customers.
- Reported directly to Product Manager, Software Manager, and CEO.

Product Owner/Scrum Master at Modanisa, Istanbul
Oct 2017 - April 2019

- Created roadmap with other product owners and Head of Product, Business Development, Logistic, Marketing, Customer Service Managers, and reported directly to the CTO, CPO, and General Manager.
- Attend requirement gathering meetings with various stakeholders to understand the problems and bring the best meaningful solution to the platform and the customers.
- Played an active role in high-value projects such as easy return center, checkout page revision, and basket page that boosted the conversation rate by at least 20%.
- Wore different hats and lead the transformation to the agile environment as scrum master, and played an active role in estimation, prioritization, and backlog management.
- Brainstormed closely with UX designers, developers, and QA engineers to find the most doable actions, and to create the best user experience.
- Solved various customers' technical problems with customer services and development team.
- Worked with DevOps team to improve deployment process, and remove impediments.

Banking Analytics Intern at Akbank, Istanbul
Aug 2017 - Sep 2017

- Analyzed ATM device withdrawal statistics and took an action to give the best customer experience.
- Pulled and Cleaned the data by using Excel tools such as VLOOKUP, and Pivot Table.
- Worked with 2 different data analysts and managers to optimize the process.

EDUCATION

Physics Engineering, Istanbul Technical University
Sep 2011 - Sep 2017

- Coursework in Python, C++, and Data Analyses
- Thesis: Parallel Programming
- Member of Physics Engineering Club
- Member of Dance Club