Mehmet Fatih Yildiz

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Professional Experience

Nomad Interactive — **Founder, CTO** (Jan 2017 - Present 👥 10 📍 NYC/Remote)
A digital agency, creating digital products with a focus on mobile, web, and e-commerce.

- Grew the loyalty program's digital **user base 13x** and increased mobile **DAU 8x** within the first year.
- Increased e-comm **conversion rate +250%** through **creating** first-party **single sign-on service** and its **API**.
- Collaborated with cross-functional teams, sr. management and executives of 1000+ employee org.

Makook Studio — **Product Manager** (Jan 2015 - Jan 2017 👥 15-20 📍 NYC)
A digital product studio works exclusively with $2bn+ conglomerate, focus on retail, cust. support and loyalty.

- **Lead team of 9 engineers, 4 designers. Hired 10.** Managed sprints day-to-day, and weekly planning.
- Managed product strategy and technical product **roadmap** over **60 release cycles**.
- A/B tested, iterated, and optimized user onboarding conversion +10%, timing from 6mins to 3mins.

Moonit Labs — **Co-Founder, CTO** (Nov 2010 - Jan 2015 👥 5-10 📍 NYC)
A tech startup with a mobile social network product with a focus on astrology take on relationships.

- Designed, launched a **global-scale** social network mobile app **end-to-end** and grew from **0 to 3m users**.
- Launched 13 products end-to-end and, managed product vision, strategy, and **roadmap 50+ releases**.
- Supervised marketing strategy resulting in 40% reduction of mobile install costs, **20% revenue increase**.
- Optimized mobile app launch/load speed and API performance by +300%, resulting in **15% DAU increase**.

Nexum Boğaziçi - **Web Developer** (Feb 2010 – Nov 2010 👥 200+ 📍 Istanbul)
A technology/IT company serving brands like Sony, Bosch Siemens with a strong engineering culture.

- Collaborated in 50+ ppl xfn team, creating global-scale CMS platform, powering 80+ complex websites.
- Co-architected and implemented UX and UI interactions resulting decreasing the F-E load times by 60%.

Wanda Digital - **Analyst Web Developer** (Mar 2009 – Feb 2010 👥 30-40 📍 Istanbul)
A digital advertising agency providing creative services to group companies like P&G or PepsiCo.

- Lead technical product development and implementation of 19 advertising-based gamified experiences.
- Implemented/worked with detailed analytics data & tracking for behavioral analysis, fraud prevention.

Education

Bachelor of Science in Statistics, Ankara University, Turkey (2002 – 2008)

In Numbers

41	clients managed	142	coded commercially
85	products launched	178	repos on github/lab
35	products designed	82	teammates collaborated 1-1

Core Competencies

UX/UI Design	Product Development
Technical PM	Roadmap Management
Data Analytics	Transparent Leadership