



**Andrea Buran,**  
product manager  
and designer,  
at your service.

I design and craft  
digital services  
and products that  
put people first.

Born on the 16<sup>th</sup> of April 1985, in San Donà di Piave, Italy. Live in Istanbul, Turkey.

Speak Italian (mother tongue), English (fluent) and a little Turkish (learning in progress).

Over the last ten years, have been driving and crafting projects with industry leaders in automotive, culture, e-commerce, finance, human resources, telco, and tourism.



## WORK EXPERIENCES

**Product Department Manager**, Aug 2019–Present

**Product Manager + Designer**, May 2019–Aug 2019

**Kolay**, Istanbul, Turkey

Kolay is a SaaS platform focused on HR management for SMEs, serving more than 1.400 companies and 200.000 users.

### Product Department Manager

Define and plan product goals, strategies, and roadmaps.

- 🔧 Articulate, share, and back up conceptual and directional decisions.
- 🔧 Facilitate discussions and alignments within Product and with other departments.
- 🔧 Coordinate the work of managers, designers, and testers through sprint cycles.
- 🔧 Set and improve Product's processes, methodologies, and tools.
- 🔧 Mentor, coach and inspire the Product's members, and foster and grow a design culture within Kolay.

### Product Manager

Own and follow products and features to ease the work of Kolay's users, from definition to release and beyond.

- 🔧 Discuss and collaborate with different departments to identify, understand, define, and align on business and product goals, problems, and outcomes.
- 🔧 Conduct quantitative and/or qualitative research to discover, understand and define users' needs, problems, and outcomes.
- 🔧 Be on top of the stream of user feedback by investigating discoveries and framing them as actionable problems, ready to be solved.
- 🔧 Interpret, digest, synthesize, and document learnings, insights, and conclusions, and share and champion them with others.
- 🔧 Inform and define product roadmaps, and identify, prioritize, and scope the right problems and opportunities to focus on next.
- 🔧 Coordinate with Product and Development to scope, phase, and plan the designing and developing of the chosen solutions in sprint cycles.
- 🔧 Support and guide designers, developers, and testers during releases.

### Product Designer

Ideate, explore, and define high-level solutions to problems through requirement documents and quick high-level/low-fidelity prototypes.

- 🔧 Choose the right solutions to further refine, and design and detail them iterating through from low- to high-fidelity prototypes.
- 🔧 Validate the solutions with users and stakeholders and iterate on them in response to the feedback received.
- 🔧 Define product requirements and acceptance criteria.
- 🔧 Test and ensure the release of high-quality solutions.
- 🔧 Set, follow and use Kolay's web and mobile design systems, and maintain and extend them by scaling and iterating on their patterns and components.



**Design Leader**, Jan 2018–Apr 2019

**Senior Visual Designer**, May 2016–Dec 2018

**I-AM Digital**, Istanbul, Turkey

Conceived and designed digital services and products across multiple channels and platforms following a user-centric approach. ¶ Generated, communicated, and discussed strategies, concepts, detailed designs, and design rationales, both verbally and visually, with stakeholders and clients. ¶ Translated design strategies and concepts into detailed interaction and visual designs. ¶ Validate the designs with users, stakeholders, and clients, and iterate on them through from low- to high-fidelity prototypes. ¶ Created comprehensive and cohesive design systems by following an atomic design approach. ¶ Led and guided fellow team members throughout the user experience and interface design phases of various projects. ¶ Mentored, coached, and inspired a talented team of designers by giving constructive feedback, critiques, and food for thought. ¶ Set and improved the studio design processes, methodologies, and tools. ¶ Tailored the design processes to project needs and goals, and evaluate and discuss their requirements, efforts, and risks.

**Visual Designer**, May 2014–Apr 2016

**Fjord**, Istanbul, Turkey

Conceive and design digital services and products across multiple channels and platforms following a user-centric approach. ¶ Generated design strategies and concepts and translated them into detailed interaction and visual designs. ¶ Communicated and discussed research findings, concepts, designs, and rationales, both verbally and visually. ¶ Validate the designs with users, stakeholders, and clients, and iterate on them through from low- to high-fidelity prototypes. ¶ Defined and detailed interaction and visual design documentation and guidelines.

**Visual & Interaction Designer**, Jul 2009–May 2014

**Self-employed**, Venice, Italy

Conceived, designed, crafted and developed commercial and self-initiated digital and non-digital communication artifacts, from definition to release and beyond.

**Visual & Interaction Designer**, Nov 2010–Jul 2012

**Wolfgang Scheppe Associates**, Venice, Italy

Researched, conceived, designed and developed varied communication strategies, concepts and artifacts, from corporate identities to reports, books, videos, and sites.

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## EDUCATION

### Visual Communication and Multimedia

**graduate degree, 110/110 cum laude**, full marks and honors  
Oct 2007–Apr 2010, Faculty of Arts and Design, IUAV  
University of Venice, Italy

### Industrial Design (with a focus on communication)

**undergraduate degree, 110/110**, full marks  
Oct 2004–Nov 2007, Faculty of Arts and Design, IUAV  
University of Venice, Italy

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## TALENTS + SKILLS

### User-centric approach

Eager to empathize with users to understand their problems, needs, and outcomes. Able to translate business goals in product outcomes and relate them to user outcomes to drive a positive change in user behavior.

### Leadership and direction

Well-organized at handling projects from kick-off to release, and beyond. ¶ At ease in guiding, mentoring, coaching, and inspiring fellow team members.

### Strategy and concept generation

Strong in generating strategies and concepts in response to users' needs and businesses' goals, and within the requirements and constraints of projects.

### Experimental approach

Resort to prototyping to make solutions tangible, validate them with fellow team members, stakeholders, and users, and iterate on them in response to the feedback received.

### Cross-platform and device knowledge

Have been crafting applications for multiple platforms (Android, iOS, Web) and devices (mobile, tablet, desktop), adopting the appropriate design principles and patterns.

### Design software

Well-experienced in **Keynote**, **Illustrator**, **Indesign**, **Photoshop**, **After Effects**, **Principle**, and **Invision**. ¶ Fond and happy of designing with **Figma**, **Sketch**, and **Zeplin** lately.

### Passion for coding

Love coding and hands-on in front-end web development. ¶ Fluent in **HTML5**, **CSS3**, **SCSS** and proficient in XML, XPath and XSLT. ¶ Have basic knowledge of Javascript and Processing.

