

BERKAY VURAN • PRODUCT ENTHUSIAST

berkayvuran.com • berkaypsy@gmail.com • +90 542 423 99 30 • Ankara, Turkey

PSPO™-I & PSM™-I owner, PMP candidate. Psychologist and organizational behavior specialist from Hacettepe University. Take the role of a product manager & product owner & analyst & project manager according to the management approach in different organizational climates & sectors for more than 5 years.

EXPERIENCE

Emlakjet [↗](#) 10/2022 - Present
Product Manager *İstanbul, Türkiye (Remote)*

- Led R&D application documentation, analysis, development, referee interviews, and bureaucratic negotiations.
- Analyzed market problems into prioritized & deliverable stories for the no1 vertical property marketplace.
- Involved with all phases of software development life cycle (SDLC) from 0 to 100.

Navlungo [↗](#) 01/2022 - 10/2022
Product Owner *İstanbul, Türkiye (Remote)*

- 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
Business Analyst & Product Owner *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.

OZEM Academy 07/2017 - 02/2019
Business Development Specialist *Ankara, Türkiye*

- Conducted growth strategies that x2 the number of employees and x3 the profitability
- Educated more than 50 institutions such as MEV College and National Education Directorate
- Designed experimental psychology pathways for the academy with healthcare professionals

Hacettepe University Scientific Research Unit 10/2015 - 06/2017
Project Assistant *Ankara, Türkiye*

Worked as an assistant on these academic projects & product developments:

- Game Type Computer Aided Cognitive Exercise Program (OBEP) Development Study for Alzheimer Type Dementia and Mild Cognitive Impairment (with Ankara University Faculty of Medicine)
- Investigation of Artwork Analysis Process in Individuals Related to Art at Different Levels by Eye Tracking Technique (with Hacettepe University Faculty of Fine Arts)
- Different Sources, Different Trajectories: A Three-Year Longitudinal Study of Academic Achievement as a Function of Adolescent's Class and Family Characteristics (with Bilkent University Faculty of Education)

VOLUNTEERING

Afetharita (AYA: Açık Yazılım Ağı) 2023 - Present
Product Manager

Women in Tech Academy (SistersLab) 2022 - Present
Mentor

beppo 2022 - Present
Co-Founder & Tech Responsible

Otisen 2021 - 2022
Co-Founder & Tech Responsible

BERKAY VURAN • PRODUCT ENTHUSIAST

berkayvuran.com • berkaypsy@gmail.com • +90 542 423 99 30 • Ankara, Turkey

EDUCATION

Hacettepe University <i>MSc, Data and Knowledge Engineering</i>	2021 - Present
Hacettepe University <i>MSc, Management and Organizational Behavior High Honor</i> ↗	2019 - 2023
Anadolu University <i>ASc, Web Design and Development Honor</i> ↗	2020 - 2022
Middle East Technical University <i>English Prep. School Level: B2</i> ↗	2017 - 2018
Hacettepe University <i>Minor, Sociology Drop Out</i> ↗	2013 - 2017
Hacettepe University <i>BSc, Psychology High Honor</i> ↗	2013 - 2017

CERTIFICATIONS

Product Analytics Certification <i>Pendo.io</i> ↗	Issued 05/2023
Product-led Certification <i>Pendo.io</i> ↗	Issued 05/2023
Professional Scrum Product Owner™ I (PSPO™-I) <i>Scrum.org</i> ↗	Issued 05/2022
Professional Scrum Master™ I (PSM™-I) <i>Scrum.org</i> ↗	Issued 05/2022
SQL (Basic + Intermediate) <i>Hackerrank</i> ↗	Issued 05/2021
CSS + JS + Angular + React + Node (Basic + Intermediate) <i>Hackerrank</i> ↗	Issued 03/2023
C# & Go & RestAPI (Basic) <i>Hackerrank</i> ↗	Issued 03/2023

REFERENCES

Zikriye Ürkmez <i>Software Development Manager @Navlungo</i>	zikriyeurkmez@gmail.com ↗
Okan Okuroğulları <i>Head of Design @Navlungo</i>	ookurogullari@gmail.com ↗
Doğa Bekaroğlu <i>Software Development Lead @Turkish Ministry of Health</i>	dogabekaroglu@gmail.com ↗
Cengiz Cemal Mataracı <i>Software Developer @Trendyol Group</i>	cengizmataraci@gmail.com ↗