# Berkay Vuran, MSc, PMP®

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Highly accomplished senior product manager & scrum master with **over 5 years** of diverse experience in **product management**, **project management**, **product ownership**, and **business analysis** combining a robust foundation in **psychology** and **organizational behavior**. Expertise in **CRO**, **CX**, **SEO**, **ML**, and **AI** solutions, coupled with multiple proven knowledge with certifications such as **PMP®, PSPO™-I, PSM™-I, PAL™, PSU™, PSFS™, and PSD™**.

Motto: Transform complex challenges into streamlined, **user-centric** solutions that drive **progress** and **innovation**.

## EXPERIENCE

**Emlakjet (iLab Ventures) |** *Top Proptech in Türkiye*　　　　　İstanbul, Türkiye (Remote)
*Senior Product Manager & Scrum Master*　　　　　　　　　　　　　*2022 - Present*

- Took a catalyst role within the scope of overall Agile transformation and acted as a scrum master.
- Contributed **CRO, ASO, SEO, and R&D** strategies.
- 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.
- Arranged structured **training** explaining emlakjet's product mindset to all fresh colleagues in the onboarding.

**Miuul |** *Most Innovative Educations & Networking Platform*　　　Uppsala, Sweden (Remote)
*Individual Contributor*　　　　　　　　　　　　　　　　　　　　*2023 - 2024*

- Generated online education programs within the **product ownership** & **product management** scope.
- Uçtan Uca Product Ownership

**Navlungo |** *Deloitte Fast 50 Winner E2E Logistics Orchestrator*　　İstanbul, Türkiye (Remote)
*Product Owner*　　　　　　　　　　　　　　　　　　　　　　　*2021 - 2022*

- In the four main domains under my responsibility which are freight, payment, legal, and data; Navlungo reached more than **70,000** customers, **1,000,000** transactions, **3** service area continents, and **230** countries and increased overall sales volume by more than 150%.
- Designed and implemented the KPI reporting platform on **AWS QuickSight** in order to become a data-oriented company. All data from sales, operations, marketing, and product is aggregated and made transparent to the entire business.
- Directed development process of a fully-featured new product for ship & shop from Turkey to worldwide 'deliver.ist' in 3 months from ideation to production.

**Turkish Ministry of Health |** *Public Sector*　　　　　　　　　　　Ankara, Türkiye
*Product Owner & Business Analyst*　　　　　　　　　　　　　　　*2019 - 2021*

- Led the technical call center architecture & UML diagrams of the ALO184 SABİM which aims to strengthen communication between patients and healthcare professionals and it has approximately **6,000,000 users** per year.
- Crafted all of the user cases and scenarios of the Meeting Point Web Application aims to strengthen relationships between healthcare professionals and high-level managers and, it has approximately **100,000 users** per year.
- Organized business & technical logics of the Health Survey Web Application which aims to collect data from patients and healthcare professionals and it has approximately **40,000 users** per year.

## EDUCATION

**Hacettepe University**　　　　　　　　　　　　　　　　　　　　*2019 - 2024*
　*MSc, Organizational Behavior (High Honor)*

**Anadolu University**　　　　　　　　　　　　　　　　　　　　　*2020 - 2022*
　*ASc, Web Design and Development (Honor)*

**Hacettepe University**　　　　　　　　　　　　　　　　　　　　*2013 - 2017*
　*BSc, Psychology (High Honor)*