

Ozer Cetinkaya

Sweden

Product Owner / Product Manager

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Profile

Results-oriented Product Owner with **6+ years of experience** managing **digital, web, and mobile** products. Detail-oriented and proficient in **agile methodologies** and product management tools such as **Jira, Confluence, and ClickUp**. **AWS Certified Cloud Practitioner** with experience in cloud fundamentals and best practices along with working knowledge of **SQL** for product insights and decision-making. Experienced in collaborating with **UX/UI designers, front-end / back-end developers, and marketing teams** to create smooth user experiences. Leveraging **AI-driven** insights for better **UX, automation, and personalization**, skilled in making product decisions based on user research, usability testing, and creating high-fidelity **wireframes** using **Figma**.

Skills

Product Management	User Experience & Interface Design
Agile Backlog Management	SQL for Decision-Making
Cloud Ops and Cost Optimization	Html / CSS & Frameworks
Teamwork and Collaboration	UX Research & Prototyping
Problem-Solving	Wireframing & UI Design Tools

Experience

Endeksa / Product Owner - (2022/2024)

Endeksa is a **tech startup** specializing in **online real estate valuation**, dedicated to providing innovative solutions in the **property market**. I worked with a software team of more than **15 members** including backend, frontend, and mobile developers.

- Conducted daily **stand-ups** and **retrospective** meetings with **backend, frontend, and mobile** teams.
- Held weekly meetings with the **customer experience** team to collect feedback and produce **technical or design specs** for the product. Improved user experience by creating **high-fidelity wireframes** with **Figma**.
- Completed the **redesign** process of Endeksa's mobile app from scratch in collaboration with mobile developers and designers, resulting in a **550% increase** in active users.
- Played a key role in enhancing **Endeksa Atlas**, integrating **AI-powered** market analysis and property valuation features.
- Organized vital **developments** and **customizations** for **Spain and Portugal** markets, coordinating product development and go to market activities.

Kbox Global / Product Owner - (2020/2022)

Kbox Global is a **food delivery startup** focused on connecting restaurants with consumers. I worked in a software development team of over **20 developers**, including backend and frontend.

- Conducted **daily stand-ups** and **retrospective meetings** with **backend, frontend, and mobile** teams.
- Organized necessary developments to provide a smoother experience for **direct-to-consumers web application**.
- Managed the **API connections** to synchronize restaurant menus with major food delivery platforms, including **UberEats, Deliveroo, and DoorDash**.
- **Served as the primary point of contact** between the Kbox Global team in the UK and food aggregators' integration teams in both the UK and US.
- Developed direct-to-consumer channels and organized vital developments to enhance the **user experience** for the application, enabling **seamless food delivery** to customers.

Userspots / Project Manager - (2018/2020)

As a Project Manager at Userspots, one of Turkey's **leading UX/UI design agencies**, I managed over 19 projects, managing scoping meetings, **prioritizing user experience design**, and ensuring **timely deliverables**.

- Managed more than **19 redesign** projects as a Project Manager at Userspots.
- Conducted **scoping meetings** with clients, prioritizing **user experience research** and overseeing **design work**.
- Conducted four **UX research** projects as a precursor to later stage **UX redesign** sprints, delivering high-quality project outputs within timelines to ensure client satisfaction.
- Additionally, I contributed to innovation projects (IoX Digital), **design thinking** and **MVP workshops** with different companies.

Designtool / Project Manager (2017/2018)

I was responsible for **end-to-end customer projects** for LG Electronics. I coordinated the projects from ideation phase, to planning, technical drawing and all the way to the physical implementation phase.

- Managed end-to-end customer projects, coordinating from **ideation** through **planning**, technical drawings, and physical implementation.
- Oversaw the installation of campaign fields at shopping malls and commercial launch events, ensuring **seamless execution** and **client satisfaction**.

Eczacıbası Intema / Project Manager (2016/2017)

Eczacıbası is one of the largest and most respected companies in Turkey, specializing in pharmaceuticals, consumer products, and building materials. I worked there as a project manager on departmental digital transformation projects.

- As a specialist within the HR organization, I successfully transitioned manual processes to a **digitalization** using proprietary software and shared Excel sheets, significantly reducing inefficiencies.
- I organized internal events and workshops, ensuring effective **internal communication** while managing the company's fleet.

Education

MS in International Business & Marketing
MÄLARDALEN UNIVERSITY

MS in Management Information System Engineering
MARMARA UNIVERSITY

BS in Business Administration
ANADOLU UNIVERSITY

BS in Environmental Engineering
ABANT IZZET BAYSAL UNIVERSITY

Languages

English (Full Professional Proficiency), Turkish (Native)