

Rufat Mirza

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I'm a Product Manager and a Software Developer who is an expert in mobile/web apps. I worked in startups and big corporations. I can help you build the **right** products, and build them in the **right way**.



PRODUCT & DEVELOPMENT EXPERIENCE

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| Aug 2024 -
Now | Product Manager at Yandex <ul style="list-style-type: none">• Bringing a better and faster Search Engine for Turkey.• Responsible for the base quality and product vision of AI products in Turkey. |
| Mar 2022 -
Dec 2023
1 yr 10 m | Product Manager at Vitaance (Spain) <ul style="list-style-type: none">• Converted sales-led strategy to product-led growth (PLG).• Pivoted from Insuretech to employee wellbeing benefits. Increased the user stickiness from 20s to 60s % (WAU/MAU).• Prepared roadmaps, user stories (INVEST), defined product OKRs, etc.• Worked as interim head of product for 12 months. |
| Jan 2021 -
Aug 2024
2 yr full time
8 m contract | iOS Team Lead and Product Adviser at Coca-Cola CCI <ul style="list-style-type: none">• Worked on 5 e-commerce apps in 3 countries, including 1 white-label app.• Established and designed first UI&UX design system for mobile apps.• Converted a buggy app to 0-crashes-per-year app.• Mentored junior & mid level devs. Created software guidelines for mobile.• Helped product teams with created funnels, cohorts analyses., etc. |
| Jun 2020 -
Jan 2021
6 m
Termination due to
company closure | Senior iOS Developer and Product Manager at Relevant Fruit <ul style="list-style-type: none">• Developed and released 2 apps from scratch, wrote 1 iOS library, and maintained 1 app that served millions of users per month.• Worked on A/B testing and ASO, improved store CTR by 10%.• Worked on data analysis, go-to-market (GTM) strategies etc. |
| Oct 2019 -
Jun 2020
10 m | iOS Developer at Betbull UK & WynnBet USA (B2C) <ul style="list-style-type: none">• Co-developed a white-label iOS application for UK and USA markets.• Single-handedly developed the casino. It later became the main feature of the app. |
| Jun 2018 -
Oct 2019
1 yr 5 m | iOS Developer & Co-Designer at Farmazon (B2B) <ul style="list-style-type: none">• Developed and released the app. It was the 1st app of Turkey's biggest B2B marketplace for pharmaceutical industry. Moved the revenue generation to mobile.• Co-designed UI&UX. |
| Aug 2011 -
Oct 2017
5 yr 3 m
Excl. military serv. | Project Management at STAR Refinery <ul style="list-style-type: none">• Worked on feasibility, planning, front-end & detailed design, commissioning, testing, risk analyses, etc. Worked in Turkey, Italy, Spain, S.Korea, Japan, and USA. |

INDIE/SOLO PROJECTS (Showing 3 out of 6 projects)

- | | |
|--------------------------|---|
| 2024
Currently active | Maker & Product Manager/Designer of Right Questions - (App Store link) (B2C)
<i>"AI-backed journaling app that lets you explore your inner self."</i> |
| 2020
Currently active | Maker & Product Manager/Designer of Pomo Timer - (App Store link) (B2C)
<i>"A beautiful Pomodoro timer app."</i> |
| 2017
Currently active | Maker & Product Manager/Designer of Nutria - (App Store link) (B2C)
<i>"A dietitian in the pocket". Got hundreds of 5-star reviews. Was featured by Apple.</i> |

EDUCATION & ACADEMIC EXPERIENCE

- 2008 - 2011 **Master of Science** at **Technical University of Hamburg-Harburg**, Germany.
Information and Communication Systems (Computer Science). 3.6/4 GPA.
- Research Assistant** at **Department of Image Processing, TUHH**, Germany.
Processing of X-Ray images in collaboration with **Philips**
- IT & Media Consultant** at **XVET GmbH**, Germany
- 2004 - 2008 **Bachelor of Science** at **University of Gaziantep**, Turkey.
Electrical and Electronics Engineering. Highest GPA (3.27/4.00) in the department.
- Exchange Student** at **Engineering School of Copenhagen**, Denmark.
- Intern** at **AGH University of Science and Technology Krakow**, Poland.
Department of computer science. Robotics and micro-controllers.
- I have 2 more internships between 2005 and 2007

FUN FACTS

- I can dance well to jazz music (Lindy-Hop in particular).
- I love playing tennis.
- I can speak English, Turkish, and Russian fluently. I do my best in Spanish and German.
- I have an eye for good design.
- I provide free mentorships to students and young creative professionals.
- I showcase my interests on my website (www.rufatmirza.com).

The world has an infinite supply of problems, but only a portion of them are truly meaningful. I want to work with a team driven to solve meaningful problems.