

# HALE BETÜL YILDIZ

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## Summary

Focused on creating user-centric solutions by combining technical background and UI design knowledge with product management principles. By examining user behaviors and data, I aim to develop strategies that are feasible for both software and design, contributing to product processes with a multidisciplinary perspective.

## Experience

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| <b>Community Developer, Teens In Innovation</b> <ul style="list-style-type: none"><li>Played active role in community growth and member engagement.</li><li>Strengthened team collaboration and communication for common goals.</li><li>Contributed to physical projects supporting innovative entrepreneurship.</li></ul> | Jun 2025 - Present  |
| <b>Technical Team Member, ROTABUS</b> <ul style="list-style-type: none"><li>I formulated the product vision and established key strategies for the application.</li><li>Supported both technical and organizational aspects of the project.</li></ul>  | Apr 2025 - Present  |
| <b>Management Team Member, Dev Codex</b> <ul style="list-style-type: none"><li>Organized software-focused projects and seminars.</li><li>Managed community communication and engagement.</li></ul>   | Dec 2024 - Aug 2025 |
| <b>PR Team Member, Solana Allstars Turkey</b> <ul style="list-style-type: none"><li>Organized events and campaigns, ensuring team coordination.</li><li>Developed project ideas to activate community participation.</li></ul>   | May 2025 - Jul 2025 |
| <b>Trainee, Insider</b> <ul style="list-style-type: none"><li>Completed comprehensive Front-end and soft skills training at Insider Code Academy.</li><li>Gained industry insights directly from C-level executives.</li><li>Strengthened teamwork and collaboration skills through peer projects.</li></ul>               | Feb 2025 - May 2025 |
| <b>Brain Team Member, Hayal Gücü Merkezi</b> <ul style="list-style-type: none"><li>Wrote astronomy blog posts to support scientific content creation.</li><li>Participated in jury evaluations providing constructive feedback.</li><li>Developed creative solutions in various projects.</li></ul>                        | Jun 2020 - Dec 2021 |
| <b>Project Team Member, Stellar Lab</b> <ul style="list-style-type: none"><li>Collaborated with astrophysicists and astronomers.</li><li>Organized online astronomy workshops for children.</li></ul>  | Jul 2019 - Sep 2021 |

## My Projects

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|---|----------|
| <b>Product Overview For Therapy Apps</b> <ul style="list-style-type: none"><li>Analyzed Heltia and Hiwell UX/UI, onboarding flows, and value propositions using benchmarking and user review analysis to identify pain points.</li></ul>            | Nov 2025 |
| <b>User Insight Analysis &amp; Recommendations</b> <ul style="list-style-type: none"><li>Analyzed Google Play reviews for Wisser and KitUP to identify common themes and prioritized **improvement suggestions** for product development.</li></ul> | Nov 2025 |
| <b>Beije &amp; Pepapp Benchmarking Project</b> <ul style="list-style-type: none"><li>Conducted a comparative analysis of onboarding processes and user experiences with 15 participants to evaluate design and ease of use.</li></ul>               | Oct 2025 |
| <b>Problem to Product (AI Agent Library)</b> <ul style="list-style-type: none"><li>Designed a static demo for an AI tool library, defining the information architecture, landing page value proposition, and pricing models.</li></ul>              | Oct 2025 |
| <b>Growth Experiment (Meditopia)</b> <ul style="list-style-type: none"><li>Developed growth hypotheses focusing on referral, gamification, and streaks to analyze user behavior and experiment design strategies.</li></ul>                         | Sep 2025 |
| <b>Simulated Data Onboarding Analysis</b> <ul style="list-style-type: none"><li>Optimized sales funnel and user adoption for a hypothetical app by analyzing simulated data of 20 users using Excel and Figma.</li></ul>                            | Sep 2025 |

## Education

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| <b>Computer Programming, Kent University</b><br><i>Associate Degree</i> | Sep 2025 - Jun 2027 |
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# Additional

**Skills:** ProductManagement, Benchmarking, User Research, Data Analysis, Growth Strategies, Product Research, UX/UI Principles, Empathy, User-centric thinking, User insight, Raporting, Product Analytics

**Tools:** Figma, Jira, Notion, Trello, , MS Excel, Google Analytics, Slack, VS Code, Git, Google Forms.

**Languages:** Turkish (Native), English (Intermediate)

**Volunteering:** Technical & Social Mentor at Kodluyoruz, Volunteer at Best Buddies.