

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

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

My Projects

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

Education

Computer Programming, Kent University	Sep 2025 - Jun 2027
<i>Associate Degree</i>	

Additional

Skills:

Product Management, Benchmarking, User Research, Data Analysis, Growth Strategies, Product Research, UX/UI Principles, Empathy, User-centric thinking, User insight, Reporting, 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**.