

Utku Karaca

PRODUCT MANAGER

Product Manager with 3+ years of experience building and scaling AI-powered web and mobile products. Experienced in both early-stage product shaping (0-1) and growth-stage optimization, with a strong focus on subscription monetization, onboarding systems, A/B testing, and paywall strategy.

Worked across AI video, image, voice, utility, and identifier categories, contributing to products with proven revenue performance. Skilled in translating complex AI capabilities into clear user experiences and collaborating cross-functionally to ship market-ready, monetized products and AI-driven platform experiences.

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EXPERIENCE

AI RESEARCH PLATFORM (Under NDA)

PRODUCT MANAGER & UX / BRAND LEAD

01/26 - Present Istanbul, Turkey

- Leading product, UX, and brand direction for a AI-powered research platform under NDA, preparing for near-term launch and an upcoming investment round. Operating as a solo Product Manager in high-ownership sprint cycles to shape UX architecture, define product foundations, and partner closely with design and engineering to deliver a launch-ready AI research and knowledge workspace..

APP GENIE (An app studio)

PRODUCT MANAGER

07/25 - 01/26 Istanbul, Turkey

- Owned end-to-end product development for a portfolio of AI-powered mobile apps across iOS & Android, from discovery to launch and post-release optimization.
- Product Manager of a core app related to sports card identifier within the portfolio, maintaining ~90% user retention through strong onboarding, pricing, and feature prioritization.
- Led subscription monetization, paywall strategy, onboarding & activation flows, and A/B testing for products generating ~\$200k in monthly subscription revenue.
- Planned and executed feature roadmaps for AI video, image, voice, utility, and identifier products, balancing user value, technical feasibility, and business impact.
- Worked closely with designers and engineering teams (frontend, backend, full-stack) and collaborated with multiple mobile app publishers to deliver scalable, market-ready products.
- Designed and integrated API-based AI pipelines using fal.ai, Eachlabs, and third-party providers.
- Drove product decisions through analytics, experimentation, and continuous market analysis.

INTRA MEDICAL (A medical company)

PRODUCT MANAGER

07/24 - 06/25 Istanbul, Turkey

- Led end-to-end commercial and operational management across multiple brands, owning strategic planning, budgeting, and execution.
- Managed inventory, logistics, and sales channel optimization across B2B (distributors, retail partners) and B2C (e-commerce, physical retail).
- Acted as the primary point of contact for brand communication, reporting, and budget execution in alignment with global guidelines.
- Directed localized marketing initiatives, managed performance-driven ad budgets, and monitored KPIs across digital funnels and third-party platforms.

SEVENAPPS (An app studio) - two roles at once

PRODUCT MANAGER

07/23 - 05/24 Istanbul, Turkey

- Led cross-functional product delivery across high-performing AI consumer mobile applications in a fast-paced app studio environment.
- Supported AI-driven feature development using open-source and third-party APIs, including image and video generation use cases.
- Contributed to monetization optimization and performance improvements across the mobile app portfolio.
- Used analytics tools (Google Analytics, Amplitude, Mixpanel, Adaptly) to analyze user behavior and inform product decisions.
- Conducted QA across 10+ mobile applications, ensuring reliability, usability, and release quality.
- Continuously benchmarked competitors and market trends, contributing to new app concepts and early product direction.

- Managed company-wide accounting and financial processes, including monthly and annual expense tracking, financial statements, and tax filings.
- Led recruitment support processes by identifying hiring needs, conducting candidate interviews, and coordinating onboarding and offboarding.
- Oversaw internal access management, digital dashboards, and tech infrastructure. Prepared monthly investor reports in collaboration with marketing and product leadership.

Disoo *(A dining service mobile app)***BUSINESS DEVELOPMENT ASSOCIATE**

10/21 - 06/22

Istanbul, Turkey

- Planned and executed marketing initiatives to improve user engagement and interaction within the application.
- Managed day-to-day operational processes and analyzed performance data against defined targets.
- Communicated complex technical concepts in a clear and simple way to external partners, and translated market feedback into actionable product improvement ideas.

The Digital 360 *(An e-commerce consultancy firm)***SALES SPECIALIST**

05/21 - 11/21

Istanbul, Turkey

- Managed e-commerce strategies for B2B clients across multiple marketplaces, with a focus on profitability and performance.
- Worked closely with marketplace teams to optimize product listings, pricing, and visibility.
- Analyzed sales, turnover, and inventory data, supporting data-driven commercial decisions.

SKILLS

- Product Management (Mobile)
- Conversion Rate Optimization
- Subscription & Monetization Strategy
- Agile Software Development
- Wireframing & A/B Testing
- Data-to-Insight Translation
- User Story Mapping & Prioritization
- Cross-Functional Collaboration
- Root Cause Analysis

EDUCATION

CIVIL ENGINEER (B.SC.)

ISTANBUL TECHNICAL UNIVERSITY

2015 - 2021

LANGUAGE

English — Full Professional Proficiency

Turkish — Native

TO REACH ME

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or

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