



Zeynep Tokgözlü

SENIOR PRODUCT OWNER | AGILE DELIVERY LEAD | DIGITAL PRODUCTS & AI

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[LinkedIn](#) | [Website](#) | [Portfolio](#)

Senior Product Owner and Agile Delivery Lead with 6+ years of experience steering product discovery, roadmaps and delivery across consumer apps and AI products. Combine Agile methodologies, cross-functional leadership and data to prioritize backlogs, align 50-person teams and accelerate sprint velocity.

5× SPRINT THROUGHPUT · 220M+ DOWNLOADS · 5 #1 US APP STORE TITLES · 47B+ AR IMPRESSIONS

SKILLS

PRODUCT OPERATIONS

Product discovery · Product roadmap · Product backlog · User stories & acceptance criteria

AGILE DELIVERY & JIRA

Agile delivery · Scrum & Kanban · Jira automations & Confluence · Sprint planning · DoD

AI PRODUCT DELIVERY

Cursor · Claude Code · Antigravity · Codex · GitHub Copilot · ChatGPT · GenAI Agentic Workflows

DATA & ANALYTICS

SQL · Amplitude · Cohorts & funnels · User segmentation · Firebase

GROWTH & MONETIZATION

Dynamic offer packages · Subscriptions · A/B testing · ARPU & LTV optimization

PRODUCT DESIGN

PRDs & GDDs · Economy & core loops · Prototyping · Unity & Figma

EXPERIENCE

SENIOR PRODUCT OWNER — UNITED TECH

JUL 2025 — PRESENT

Love Eden · AI-Powered Mobile Narrative / Dating Simulation · Contract · ending Sep 2026

- Lead product discovery, product roadmap and agile delivery for an AI-powered consumer app across a 50-person cross-functional org.
- Built Jira automations and sprint workflows, raising completed items per sprint from roughly 5–10 to 30–50 with strict Definition of Done (DoD).
- Author user stories and acceptance criteria; prioritize the product backlog in Jira & Confluence across six functional teams.
- Built behavioral player segmentation models and tailored dynamic offer packages for user cohorts, driving measurable conversion and ARPU gains.
- Leverage SQL, Amplitude and retention cohorts to feed user insights into the backlog; resolved support escalations to boost store ratings.

SENIOR PRODUCT MANAGER — BYTE

OCT 2024 — MAR 2025

Royale Online · MMORPG Mobile · Contract

- Led roadmap execution for a B2C mobile product, balancing new feature delivery against ongoing LiveOps commitments, and built the Jira reporting used for sprint tracking and stakeholder updates.
- Built and owned the Lucky Wheel monetization mechanic and localized offers by region, contributing to higher ARPU and regional sales; ran monthly LiveOps events on Firebase Remote Config.

INDEPENDENT PRODUCTS & AI CODING

Built and shipped Automatic Easy Apply Jobs, a Chrome extension for CV import and application autofill, and Instagram Unfollowers Finder. Use Cursor, Codex, Claude Code, Antigravity and GitHub Copilot for hands-on development, debugging and iteration; also designed and built my portfolio website.

EDUCATION

2026 — PRESENT

MSC IN INNOVATION AND TECHNOLOGY MANAGEMENT

Università Cattolica del Sacro Cuore, Milan — 50% Scholarship

2017 — 2021

BSC IN COMPUTER ENGINEERING

Izmir University of Economics — 50% Scholarship

SOFT SKILLS

Cross-functional leadership · Stakeholder alignment · Agile coaching & mentoring · Complex problem-solving

HIGHLIGHTS

220M+ COMBINED DOWNLOADS

5 #1 US APP STORE TITLES

↑ RETENTION · ARPU · SUBSCRIPTIONS

47B+ AR IMPRESSIONS · 120+ EFFECTS

LLM & AI

GenAI agents & LLMs · Prompt engineering · Cursor & Claude Code · AI-assisted prototyping & coding

LANGUAGES

Turkish (Native)
English (C1)
Italian (A2)

EXPERIENCE CONT.

LEAD TEAM MANAGER — UNIPOLY GAMES

MAR — SEP 2024

Six Cube · Survival PC Title, Steam · Full-time

- Led the full in-house development team of 20 in a product leadership role, managing sprint planning, backlog tracking and task prioritization with agile methodology.
- Led the title from early prototype through milestone delivery, owning scope, timeline and team coordination.
- Designed progression, difficulty pacing and economy systems grounded in telemetry and playtest data.

SENIOR PRODUCT MANAGER & DESIGNER — JOYGAME / NETMARBLE-AFFILIATED

MAR 2023 — FEB 2024

Partner Studios & LiveOps · Full-time

- Improved early-stage retention on Wrestling Trivia Run! (#1 US App Store, 1M+ downloads) through iterative testing and LiveOps optimization, strengthening D3–D7 retention; on later projects, supported initiatives targeting D30 retention.
- Primary B2B liaison for cross-border external development teams; contributed to the successful launch and growth of several partner-studio titles.
- Planned and executed seasonal LiveOps campaigns — offers, events and content drops; delivered dashboards to HQ for retention, monetization and adoption tracking.

PRODUCT MANAGER & DESIGNER — MAGICLAB

FEB 2022 — MAR 2023

Game Technologies · Casual / Puzzle Titles · Full-time

- Contributed to a portfolio of titles that reached #1 on the US App Store — Meme Challenge: Dank Memes, Dream Wedding!, Destiny Run, Streamer Rush and Fun Race — with 220M+ combined downloads.
- Designed and led Meme Challenge: Dank Memes end-to-end, from concept through launch — reached #1 on the US App Store with 10M+ downloads and an initial CPI of \$0.15.

GAME PRODUCT DESIGNER — G PLAY STUDIO

MAR 2021 — JAN 2022

- Managed agile backlogs, designed core mechanics and tracked key KPIs across product lifecycles for mobile titles built around short-session engagement.

META SPARK AR DEVELOPER — FACEBOOK

JAN 2019 — JUN 2024

- Created 120+ AR filters generating 47B+ impressions and earned top-200 placements in the Spark AR Cyberpunk 2077 and Holiday Spark competitions.

GAME DESIGNER — HAPPY GAME COMPANY

JUN 2020 — FEB 2021

- Designed and developed hypercasual games for my senior project, playtested by Rollic, a leading hypercasual publisher.