



ERDAL BAYHAN CV

**Digital Product Development & Management | Web | Mobile | UX
E-Commerce | Analytics Pro with 15 years of digital experience**

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PROFILE

Digital Products Development & Management Professional

VAS, Web, Mobile, CMS, E-Commerce product development manager with UX methods and analytics.

Experienced professional with UX, VAS, CMS, cloud, digital product, web portal, mobile app, e-commerce development/management knowledge.

Vendor and contract management from start to finish to gather requirements and create products that meet customer needs.

UX processes management and evaluation of digital products and services through product lifecycle (web portals, mobile apps etc.) with UX approach.

SEO, ASO and Google Analytics account management.

Motivated, quick learner with hands-on leadership experience to deliver interactive design and technology.

Designed, coded, advertised and hosted countless web and mobile projects to date.

Cumulative knowledge of 20 years of corporate life, 7 years in Telecom sector. Familiarity with all major technology, software and hardware.

Bridged the gap between all related teams including marketing and core IT to translate each side's needs and boundaries.

I believe in power of data/analytics for web/mobile and how important to read it correctly, take actions fast.

Interested to work around web presences, mobile apps, digital media and take actions to meet corporate goals, get more visitors and make end users life comfortable and easier.

EXPERIENCE

Digital Products Development & Management Manager (Web/Mobile), Consumer Services, TTNET A.Ş., 09/2009 - 04/2016

- Team lead of product development and management of countless web projects and mobile application for iOS and Android markets.
- Team lead of UX processes management, evaluating TT Group digital products and services through product lifecycle with UX approach.
- Management of UAT's, functional tests teams and security checks to deliver desired final product.
- Management of company's mobile developer accounts to keep all mobile applications up to date.
- Worked with design agencies and 3rd party companies, orchestrate them to keep up with the project plan.
- Management of design process of all mobile applications and web portals. (Müzik, Kitap, Playstore, ProG, Vitamin, Netdisk, Webim etc.)
- Routine reporting of mobile usage numbers, prepared executive summaries.
- Mobile advertisement integration management.
- Analytics tools for mobile (Google Analytics, Flurry etc.) account management.
- Managed information architecture, interaction and user interface design processes while defining projects goals, and defining project appropriate user needs and content,
- Coordinated and communicated with creative, technical, strategic and project management teams on stages of interaction design,
- Managed teams of user research and usability tests of TT Group products and services (Müzik, Kitap, Playstore, SSO, Wifi etc.),
- Vendor and contract management from start to finish to gather requirements and work hard to create user oriented products and services and products that meet customer needs.

Digital Signage Systems Consultant, Acacia Global Advisors, Istanbul, TURKEY 11/2007 - 08/2009

- Worked as an 'interactive technology' consultant for Acacia Global Advisors.
- Market and business competitor research of Gesture recognition systems, Digital Signage systems, Illuminate Display and Interactive Multi-touch surface computing technology.
- Business model development and document management for Gesture recognition systems, Digital Signage systems, Illuminate Display and Interactive Multi-touch surface computing technology, prepared presentations for various clients.
- Worked on various web presence and design projects, updating and maintaining previous work.
- Prepared and sold my photography work on top stock photography business web sites.

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Interactive/Digital Technologies Specialist, Sundance Int. LLC, IL, USA 05/2002-08/2007

- Web Design, print design, GUI design and HTML/CSS/PHP/MySQL programming.
- Operational experience with e-commerce, web project and Google AdWords management.
- Active participation in e-marketing, SEO, SEM and analytics.
- Web & database server administration for e-commerce company.
- Hosting server and account management with customer support.
- Excessive experience in web based system administration/implementation.
- Software/Hardware Installation, maintenance of Linux and Windows based servers/desktops.
- Effective communications with internal and external IT clients, customer support.

Manufacturing Resources Planning Supervisor, SERKO TEKSTİL A.Ş. 03/1996-06/2001

- Led 5 MRP operators for textile exporter with annual sales volume over \$75M.
- Sales forecasting, procurement planning, production scheduling, shipment/delivery optimization.
- Stay within organizational budget and operational targets.
- Effective leadership and planning process improvements.

Manufacturing Resources Planning Operator, HONTEL HOLDİNG A.Ş. 02/1992-02/1995

- Entry level planning for telecom cable manufacturer supplying contractors in 18 cities.
- Sales forecasting, capacity planning, product matrix planning, manufacturing planning.
- Optimization responsibility of sales profitability, capacity utilization and inventory level.

EDUCATION

- 11/2001-04/2002 : Harper College ESL Classes, Palatine, IL, USA
1987 - 1991 : Mimar Sinan University, Statistics, Istanbul
1984 - 1987 : Perfevniyal Lisesi - High School Diploma, Istanbul

SKILLS

Good leadership, management, planning, reporting and analytics skills.
Product development/management and mobile app lifecycle management experience.
Project management, e-commerce, e-marketing, Google Analytics account management, SEO, ASO and SEM experience.
Experience in static and dynamic web presence projects, also desktop publishing knowledge.
Content management and development experience.
Following latest technology trends and news regularly to keep up with today's market.
Strong understanding of mobile marketing, PPC marketing and banner marketing.
Self starter and quick learner with good communication skills and clear understanding of customer requirements.
International work experience, comfortable in multicultural environments.
Good knowledge about gesture recognition systems.
Hardware, software installation/implementation knowledge, familiarity with all major technology and software.
Digital photography skills and editing experience.
Multi-tasking, organizational and project management skills and attention to detail.

- Tools :MS Office Products, DB Visualiser, Adobe software, Brackets, Invision, Sketch applications.
Operating Systems :Mac OS, Linux, Windows.
Languages :HTML5, CSS3, PHP, Java Script, XML.
Databases :MySQL, Oracle SQL
Certificates :UXServices – International interface design and usability course
Franklin Covey – Success and being goal oriented.
Project Management System Study (TTNET A.Ş.)
NGN Training in ZTE University, Shenzhen, China

SECTOR PREFERENCE

Telecommunication, ICT, Digital, Media, Internet, E-commerce.

HOBBIES

Design, photography, travel, interactive applications, mobile applications, latest technologies.