

CEMRE YUSUFOGLU

PRODUCT MANAGER

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Product Manager with a strong design and strategy background, experienced in turning complex user and business problems into clear product decisions, digital experiences, and scalable solutions. Brings hands-on experience across product discovery, prioritization, AI-enabled product development, UX, and cross-functional delivery.

AREAS OF EXPERTISE

Product Strategy · Product Discovery · Product Requirements · Feature Prioritization · Roadmapping · Product Positioning · Growth Strategy · Monetization · AI Product Development · AI Integration Strategy · Workflow Improvement · Rapid Prototyping · UX Strategy · Design Systems · Information Architecture · Stakeholder Management · Cross-Functional Collaboration · Requirements Alignment · Trade-Off Management · Project Scoping · Delivery Coordination

KEY ACHIEVEMENTS

- Delivered 75+ design and digital product projects for 50+ clients and brands across multiple industries.
- Built and prototyped 3 independent AI-enabled digital products from problem definition through product strategy, UX, prototyping, implementation, analytics, iteration, and monetization planning.
- Currently developing an additional AI-enabled product, expanding hands-on experience across product discovery, prioritization, requirements, and implementation.
- Developed business, competitor, positioning, growth, website, and AI integration strategies for client projects based on business requirements and user needs.
- Built scalable design systems and reusable interface frameworks that supported long-term consistency across digital products and brand touchpoints.

PROFESSIONAL EXPERIENCE

Independent Product Designer

Independent / Various Clients | 2019 – 2026

- Led end-to-end digital product and design projects for 50+ clients and brands, translating business goals, user needs, and constraints into clear product decisions and deliverables.
- Partnered directly with clients to define problems, clarify requirements, shape scope, and prioritize features before design and implementation.
- Conducted user, market, and competitor research to inform product direction, positioning, website strategy, and growth opportunities.
- Turned early-stage ideas into structured product concepts through feature definition, user flows, prototypes, and production-ready interfaces, while balancing usability, business priorities, and technical constraints.
- Over the past year, built and prototyped independent AI-enabled digital products, covering problem definition, product strategy, feature prioritization, PRDs, UX, implementation, analytics, iteration, and monetization planning.
- Advised selected clients on AI integration opportunities, workflow improvements, and digital product strategy based on business requirements and operational needs.

Content & Web Designer

Feedbird | Mar 2024 – Aug 2024

- Designed digital product content and interface assets for 25+ brands across technology, fashion, and wellness.
- Developed scalable visual frameworks and content systems adapted for multi-channel digital environments.
- Used engagement data and performance metrics to inform design iterations and content decisions.
- Collaborated with account managers to translate client objectives, user engagement signals, and brand requirements into digital experiences.
- Developed UX copy and content strategies while maintaining distinct positioning and brand voice across client accounts.

Design Intern

Anima Istanbul Production House | 2022

- Contributed to interface refinements, digital design systems, and web projects.
- Proposed a design system framework to improve visual consistency and reduce frictions across client deliverables.
- Supported user journey mapping, interface development, and visual research.

EDUCATION

Baskent University

Bachelor’s Degree, Communication Design

IBM

Product Manager Professional Certificate

IBM

Generative AI for UI/UX Design Specialization

Google

Foundations of User Experience (UX) Design

Vanderbilt University

Organizational Strategy with Generative AI & AI Agents

Vanderbilt University

Generative AI & AI Agent Organizational Strategy for Leaders

Claude Academy

AI Capabilities and Limitations

PMI

Seven AI Project Patterns

TOOLS & PLATFORMS

- **Product & Collaboration:** Jira · Notion · Miro · Airtable · Trello · Slack · Google Workspace · Microsoft Office
- **Design & Prototyping:** Figma · Adobe CC · Lovable · Framer · Webflow · Variant · Mobbin · Stitch · Flow · Midjourney · Google AI Studio · Cursor · Antigravity · Cowork
- **AI & Product Development:** ChatGPT · Claude · Gemini · Perplexity · Supabase · Vercel · Github