



## ALİ ONUR UÇA

📍 Kadıköy , Göztepe - İSTANBUL

☎ +90 535 618 94 50

✉ [onur\\_uca@hotmail.com](mailto:onur_uca@hotmail.com) – [onur@onuruca.com](mailto:onur@onuruca.com)

🌐 **Personal Website:** [www.onuruca.com](http://www.onuruca.com)

🌐 **LinkedIn:** <https://tr.linkedin.com/in/onuruca>

Gender: Male | Date of Birth: 04/03/1991 | Driving License: B Class (2009) | Military Service: Postponed

## WORK EXPERIENCE

2011 IT Specialist ( Summer Internship)  
**Yapı Kredi** "HQ" IT Department (3 months)

2012 Feb -2014 Aug Product Owner  
**OCEAN CITY RACING** (Startup Company –OnurUca)

2014 Aug – 2015 Mar Product Manager , Scrum Master  
**Mynet**

2015 Mar – (ongoing) Product Manager  
**Netmarble**

## EDUCATION

2009 - 2014 University ( Bachelor's Degree)  
Yeditepe University (50% scholarship) Faculty of Commerce,  
Management Information Systems

**Graduation Thesis:** OCEAN CITY RACING: How to Create a Profitable Product  
([onuruca.com/thesis.pdf](http://onuruca.com/thesis.pdf))

2005 - 2009 High School  
Faik Somer Anatolian High School, *Istanbul*

1998 - 2005 Primary School  
İstek Acıbadem College, *Istanbul*  
Cent College, *Istanbul*  
Doğuş Primary School , *Istanbul*

## PERSONAL SKILLS

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### Knowledge & Experience & Accomplishments

5 years of overall work experience mainly focused on product management.

High level of knowledge and experience on project management.

Managed development and business teams using Agile Methodologies.

Applied Scrum techniques , released scheduled updates to mobile and desktop applications.

Experience on assigning tasks and working together with Design, Development, QA, Marketing , Customer Support and Marketing teams.

Experience on KPI tracking , BI Tools , data analysis and data reporting.

Best Practice of optimizing and increasing product performance and quality based on data, user feedback and A/B Testing.

High level of work experience on Software as a Service.

Designed , developed and produced “OCEAN CITY RACING” – an open world driving video game product for Windows PC.

Independently published a video game on STEAM™ and 8 other digital game stores and shipped 75,000 units to paid users.

### Certificates

Introduction to Software Product Management -*University of Alberta*, (May 2016)

Scrum Master Accredited Certification™ - International Scrum Institute™ (Grade: %90)

Project Management: Basics for Success – *Uni. of California , Irvine* (July 2016) Grade: 90%

Software Practises, Agile & Methods -*University of Alberta* (August 2016)

### Language

English – Expert Level (Writing, Speaking, Listening ) (**TOEFL Score:** 95 / Dec 2015)

German – Beginner Level

## DETAILED WORK EXP

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### OCEAN CITY RACING

#### *Product Owner*

Worked as Product Owner on the creation process of a video game product .

Designed , developed and produced “OCEAN CITY RACING” – an open world driving video game for Windows PC using tools such as Unreal Engine 3 , 3DS Max , Adobe Photoshop.

(2012-2014)

Created the project plan , formed a global development team and assigned all team members with specific tasks based on product design documents.

Shaped the product according to user feedback during development process.

Marketed the product by partnering up with major media corporations as well as with influencer and guerilla marketing.

Independently published a video game product on the industry leading STEAM™ platform and 8 other digital game stores and sold more than 60,000 units to paid users.

Planned a 3 year PLC and released updates accordingly to keep the product profitable .

Received agile and scrum methods training before starting the position on MYNET.

**MYNET**  
**Scrum Master &**  
**Product Manager**  
**(2014-2015)**

Worked as product manager & scrum master on a Mobile & Facebook board game application with more than 300.000 daily active users.

Actively planned weekly sprint development plans, held daily scrum meetings and made sure the in house development team worked with full efficiency and maximum output.

Ensured the product was being developed by taking user feedback into consideration.

Also managed a product that was being developed on an outsourced development company during prototype stage and determined the product needs & requirements.

**NETMARBLE**  
**TURKEY**  
**Product Manager**  
**(2015 March -)**

Started working on the product management of an ambitious online mobile “Monopoly” style board game targeted for Turkey and MENA region.

Shipped and managed AAA mobile product "Paramanya/Travelling Millionaire".

Worked on product improvement phases with the UX/UI department and held Focus Tests.

Decided on the features of upcoming product based on user feedback , data analysis , market trends and A/B Testing.

Managed the developer team in offshore office with weekly conference calls and biz trips.

Hourly, daily, weekly and monthly track of major KPI's such as: DAU, Retention , ARPPU , Churn Rate , BUR , Session Time and took actions based on changes & analyze results.

Managed a 4 person product team with 3 Specialists, reported directly to the Director.

Worked closely with Marketing , Social Media , IT , Creative and Customer Support teams to make sure each team performed and supported the product in the best way possible.

Received promotion and gained additional responsibility on Technical Product Management related company projects.

## Hobbies

Playing electric guitar for the past 10 years

Basketball , swimming and jogging , travelling

Interest on website coding (HTML, CSS)

Designing banners , logos and images on Adobe Photoshop

Content and editorial writing interest.