

Melis Kılıç

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Experience

◆ Product Manager & Designer — Pitio

Lisbon (Remote) | 2026 – Present

Leading development of an AI personal trainer app (concept), focused on real-time video interaction with animated AI coaches. Led competitor research and designed user flows, real-time feedback, and retention system (habit loops, coach memory). Designed UI and narratives for early-stage positioning and investor discussions.

Rapid Prototyping · Ambiguity Management · Hypothesis-Driven Thinking

◆ Product Manager & Designer — Meel

Istanbul | 2022 – 2026

Owned the PL of an AI wellness app from 0 to 1, defining product vision, roadmap, and OKRs. Led user research, competitor analysis, and hypothesis validation to shape the value proposition. Drove execution through PRDs, and close collaboration with engineering on sprint planning, scope, and delivery. Designed UX/UI (flows, IA, design system) and iterated through usability and A/B testing; defined and tracked KPIs, and event analytics. Built AI features via prompt design and RAG optimizations, improving assistant response and data quality. Led GTM, ASO, marketing and fundraising efforts.

Achievements: 2K+ paid users in 3 months · 4.6★ rating · +34% conversion · Higher retention via better AI engagement

0 → 1 · User-Centered · Rapid Iteration · Design + Dev in Perfect Sync · Fundraising

◆ AR Operations Lead — Reef Technology

Miami (Remote) | 2020 – 2022

Led an 8-person team managing sales operations and data across major delivery platforms (Uber Eats, DoorDash). Identified issues, usability gaps, and revenue-impacting inefficiencies in high-volume payment systems (1M+ daily transactions). Partnered with technical teams to resolve issues and drive improvements, increasing performance by ~40%. Contributed to the launch of a SaaS financial product through testing, validation, and iterative feedback.

Product Mindset · RCA · UAT · Leadership · Fast-Paced Startup · Visionary Founders

◆ Financial Operations Associate — EY

Istanbul | 2018 – 2020

Managed corporate accounting and compliance for multinational clients, delivering and presenting financial insights to executives, enabling data-driven strategic decisions.

Cross-Functional · Attention to Detail · High-Standard Corporate Execution

Skills

Strategy & Planning

Roadmap & Vision · PRD · Competitive Research · GTM · Growth & Habit Loops · A/B testing · KPI Tracking

UX/UI

Interviews · Surveys · Personas · Journeys · IA · Design System · Prototyping

Execution & Collaboration

Stakeholder Alignment · Backlog Grooming · Sprints · Feedback Loops

Mindset & Traits

Entrepreneurial · Product-Driven · Resourceful · Problem-Solver · Creativity · Empathetic · Active Listener

Education

Istanbul Bilgi University

BS in Economics | Full Scholarship

Training

Bootcamp: AI Product Manager

Ayuda LLC

Measuring Product Metrics for PMs

Ayuda LLC

Google UX Design Professional

Coursera

Visual Design: The Ultimate Guide

The Interaction Design Foundation

Product Design Workshop

Brainster International

Become a UX Designer from Scratch

The Interaction Design Foundation

Figma for Designers

Coursera

Bootcamp: Boost Your App & Web3

Rise in Company