# Hazal Karaagac

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## PROFESSIONAL SUMMARY

Product manager with 2+ years of experience in product discovery, experimentation and roadmapping, and a background in economics and data analysis. Launches AI and collaboration features backed by user research, A/B experiments and product analytics.

## EXPERIENCE

**Associate Product Manager** Aug 2025 – Present
Miro, Amsterdam | Roadmapping team, previously presentations team

- Took an AI feature that builds polls and quizzes inside Miro's presentation tool from kickoff to full release. Users kept its polls more often than hand-made ones.
- Owned the go-to-market launch and in-app notifications for Miro's live-audience polls and activities. Launch-month presentations equaled 40%+ of a normal month's slide creation, while Slides monthly users grew 45% (Dec–Jan).
- Made the case, through user research interviews, for faster large tables on boards. Load time on boards with 50+ tables fell 41%.
- Designed and ran an A/B experiment on three ways to create a first slide. The best one raised one-week user retention for new users by 24%.

**Junior Product Manager** Apr 2024 – Jul 2025
Vesper, Amsterdam | Data and mobile app product manager, previously PM intern

- Owned the mobile app end to end: features, UX and performance.
- Led data integrations into the tool, connecting 50+ data sources through API integrations, and delivered platform improvements end to end, from backend optimization to launch.
- Worked with development, marketing and sales on go-to-market for feature launches. Grew from PM intern to app owner.

**Insights Intern** Sep 2023 – Feb 2024
Veylinx, Amsterdam | Consumer research, Fortune 500 FMCG

- Designed and ran consumer research surveys for Fortune 500 FMCG clients.
- Benchmarked competitors and markets through database analysis.

**Research Assistant** Jul 2022 – Dec 2022
EDAM (Centre for Economic and Foreign Policy Studies), Istanbul

- Built a national competitiveness index for Turkey from roughly 100 variables, visualizing results in Python and co-authoring the report.

**Research Assistant** Feb 2022 – Aug 2022
Vrije Universiteit Amsterdam, Center for World Food Studies

- Modeled the effect of food inflation on Turkey's urban population using a Structural VAR in R.

**Intern** Jan 2022 – Jun 2022
Rabobank, Amsterdam | Org structure and risk

- Benchmarked the bank's organizational structure against national standards and recommended workplace-inclusivity improvements.

## EDUCATION

**MSc Business Economics** 2023 – 2024
University of Amsterdam | Managerial Economics and Strategy

**BA Social Sciences, Economics focus** 2020 – 2023
Amsterdam University College (joint program, UvA and VU) | GPA 8.2/10, Cum Laude

## SKILLS

**Product:** product management, product discovery, roadmapping, go-to-market, user research, stakeholder management, AI product development

**Data:** SQL, Snowflake, Python, R, STATA, Tableau, A/B testing, experiment design, product analytics, econometrics

**Technical:** API integrations, UX prototyping

**Languages:** Turkish (native), English (native), German (intermediate), French (intermediate), Dutch (intermediate)

## CERTIFICATIONS

AI for Product Management, Pendo.io | Product Analytics Certification, Pendo.io | Product-Led Certification, Pendo.io | Continuous Product Discovery, Product Compass | Data-Driven Decision-Making for Business, DataCamp | Intermediate SQL, DataCamp