

Gülsah Turan

About me: www.gturan.at

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Skills and Experience

- Driving agile workflows and fostering a culture of innovation to enhance team adaptability and deliver continuous value.
- Aligning long-term vision with actionable steps to drive meaningful and sustainable results
- Emphasizing possibilities and solutions over problems
- Resolving complex issues with clarity, creativity, and teamwork
- Turning obstacles into opportunities
- Experienced in cross-cultural communication and collaboration, fostering strong relationships within international, distributed teams
- Skilled in navigating diverse perspectives and fostering collaboration across cross-functional teams to achieve shared goals
- Led stakeholder relationships with a focus on aligning strategic roadmaps, delivering clear reporting, and identifying growth opportunities through business development.
- Proven leadership of cross-functional and international teams to drive alignment, collaboration, and high-impact results
- Identifying business opportunities through data-driven analysis and insights
- Strong analytical skills complemented by a creative mindset to drive innovative and data-informed solutions
- Creating digital experiences throughout various platforms

Working Experience

Digital Business Designer - UNIQA (Austrian Insurer)

Since 01/2021

- Bridge business strategy and customer needs to create viable, desirable, and feasible solutions
- Identify user needs and market opportunities through research, data analysis, and business modeling
- Develop value propositions that align customer experience with business goals
- Design business models and revenue strategies using various agile approaches

- Collaborate cross-functionally with design, product, marketing, and tech teams to align vision and execution
- Validate concepts through prototyping, testing, and iteration—balancing user desirability, technical feasibility, and business viability
- Support go-to-market strategies, scaling plans, and innovation initiatives
- Facilitate workshops and co-creation sessions with stakeholders and clients
- Assess impact and success metrics, turning insights into strategic recommendations
- Champion customer-centric innovation within the organization

Lead Digital Products - Unser Ö Bonus Club

(Part of REWE Group, Austrias biggest customer loyalty club with almost 4M users)

09/2019-06/2020

- Built and led a cross-functional digital product team, implementing agile frameworks and the Design Thinking process
- Directed research projects for app and web redesign to inform UX improvements and feature development
- Optimized internal processes and communication, ensuring seamless collaboration between internal stakeholders and external development partners
- Owned the full product lifecycle for app, web, and internal backend systems—including backlog prioritization, roadmap planning, and maintenance
- Created frontend designs for app and web platforms, including user flows, wireframes, and high-fidelity UI
- Conducted user testing to validate concepts, improve usability, and inform iteration
- Performed data analysis and tracking to evaluate product performance and identify growth opportunities

Digital Experience Designer - Novomatic

03/2018 - 09/2019

- Led UI/UX team to deliver user-centric design solutions and cross-functional collaboration
- Established and implemented the Design Thinking process to drive innovation and structured problem-solving
- Improved usability and user experience (UX/UI) across digital platforms through continuous analysis and iteration
- Developed frontend interfaces for web applications and interactive terminal systems
- Created concepts for new features, from initial idea through to implementation
- Designed user flows, wireframes, and high-fidelity interfaces to support seamless user journeys
- Conducted usability testing to validate design decisions and enhance product performance
- Analyzed user behavior and product data to inform design and development priorities
- Worked within agile development frameworks (Kanban & Scrum) to ensure iterative delivery and team alignment
- Optimized usability to increase user satisfaction, accessibility, and efficiency

Head of Product - wogibtswas.at

(Offerista Group)

10/2015 - 02/2018

- Define and drive the product vision, strategy, and roadmap aligned with business objectives
- Lead and mentor product teams, fostering growth, ownership, and cross-functional collaboration
- Oversee the entire product lifecycle, from discovery and definition to delivery and optimization
- Align stakeholders across business, design, tech, and marketing to ensure cohesive product direction
- Prioritize product initiatives based on user needs, business value, and technical feasibility
- Champion user-centricity, using research, data, and feedback to inform decisions
- Monitor product performance, leveraging KPIs, analytics, and market trends to guide continuous improvement
- Establish and scale product processes, including agile workflows, roadmap planning, and backlog management
- Collaborate closely with executive leadership to support business growth, innovation, and market positioning
- Ensure product-market fit by guiding discovery, experimentation, and go-to-market strategies

Education

Master: Technical Management - FH Campus Vienna, 2012 - 2014

Bachelor: IT & Telecommunications - FH Campus Vienna, 2009 - 2012