

# ANIL KARACA

## Mobile Product Specialist & Developer

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Mobile product specialist and independent app developer with hands-on experience shipping consumer iOS applications from discovery to App Store launch. Skilled in React Native, Expo, mobile UX, onboarding, subscription flows, RevenueCat, Supabase, and product analytics. Combines technical execution, data analysis, and user research to improve retention and product growth.

## CORE SKILLS

**Mobile Product & UX:** React Native, Expo, iOS App Store Publishing, Mobile UX, Onboarding Funnels, Subscription Monetization (RevenueCat)

**Technical Stack:** TypeScript, JavaScript, React, Astro, Tailwind CSS, Supabase Auth & DB, PostgreSQL, Git/GitHub

**Product Strategy & Analytics:** Product Discovery, Feature Scoping, Roadmaps, Product Telemetry, User Cohort Analysis, Python, SQL

**Languages:** Turkish (Native), English (Professional)

## Experience

### Independent App Developer & Product Specialist

2025 - Present

Self-directed work | Remote

- Mobile App Publishing: Shipped 4 consumer iOS apps to the App Store from concept to launch using React Native and Expo.
- UX & Subscription Funnels: Implemented Supabase auth and database flows; integrated RevenueCat paywalls to optimize user onboarding and trial conversion.
- Product Telemetry & Iteration: Tracked user engagement events and built gamification mechanics (such as streak tracking and progress milestones for ChoreUs).

### Communications Advisor

2019 - 2024

İzmir Metropolitan Municipality & İZBETON | İzmir, Türkiye

- Product Analytics & Web Tools: Translated municipal stakeholder needs into custom web portals, reporting tools, and interactive dashboards.
- Feature Scoping & Alignment: Scoped requirements and aligned stakeholders, designers, and developers on digital product delivery.

### Digital Journalist / Editor

2014 - 2019

BirGün | dokuz8HABER | Ege'de Sonsöz | Türkiye

- Analytical Research & Tools: Built data-driven graphics and parsed public databases with SQL and Python under tight deadlines.
- Product Execution: Applied a delivery-oriented mindset to launch fast-moving newsroom content and interactive reader tools.

## Education

**Kadir Has University** – Master's Degree, New Media (2017 - 2019) · GPA 3.68/4.00

Focused on digital media, data analysis, and quantitative research methods.

**Ege University** – Bachelor's Degree, Journalism (2011 - 2015) · GPA 2.94/4.00

Completed an Erasmus exchange semester at the University of Lodz in 2014; GPA 3.75/4.00.

Full product case studies and live app links: [anilkaraca.com](http://anilkaraca.com)