CAN BAYRAKTARKATAL

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ABOUT

Senior Product Manager with 6+ years of experience on live F2P mobile games, including Head Ball 2 (800k DAU peak) and Goal Battle (340k DAU peak). I own the features that drive how players engage and spend, such as season passes and chain offers, and run the live events, pricing, and rewards around them, using player data and A/B tests to improve engagement, retention, and revenue.

PRODUCT MANAGEMENT EXPERIENCE

Mage Games | Senior Product Manager at Goal Battle April 2022 - March 2026

- Owned the meta-game and live features that scaled the title to 340k peak DAU at ~2% payer conversion, tuning progression and engagement loops across player segments and validating changes through A/B tests.
- Led cross-functional delivery of the game's social and meta features across Art, Development, and QA, carrying the feature set through fake and soft launch phases.
- Designed and shipped the Season Pass and Chain Offer systems, which collectively drive ~33% of total revenue and ~35% of daily ARPDAU.
- Balanced feature rewards and prices by collaborating with game design and LiveOps teams, and tracked their impact on player retention and progression in Looker.

Masomo Limited | Product Manager at Head Ball 2 December 2020 - April 2022

- Lifted feature-level KPIs by optimizing content across player tiers and level ranges, ensuring personalized progression and engagement for diverse player segments.
- Scaled the monetization ecosystem by launching the Season Pass, Diamond Bank, and Wheel of Fortune features, establishing them as key revenue drivers for a global player base.
- Ran weekly performance reporting on player and economy KPIs in Tableau, converting results into prioritized iteration hypotheses for the product team.

Masomo Limited | LiveOps Specialist at Head Ball 2 January 2020 - December 2020

- Directed the global live operations calendar for a title with 100M+ downloads, peaking at 800k DAU and 100k CCU, sustaining stability and engagement through major worldwide events.
- Planned and ran recurring events, combats, and tournaments segmented by player tier and region to boost retention and maximize average game session length.
- Maintained in-game economy balance and reward distribution by monitoring player KPIs and community feedback, adjusting live content in response.

PROJECTS

Built a player-review analysis pipeline that collects Google Play and App Store reviews across 5 countries, classifies them by theme, sentiment, and churn risk, and generates weekly LiveOps briefs (Python, Claude API).

GAME DEVELOPMENT EXPERIENCE

Vancouver Film School | Project Manager & Developer February 2019 - July 2019

- Led a multi-disciplinary team of developers, artists, sound designers, and voice actors to deliver Kitsune, a third-person single-player action-adventure title, managing the full lifecycle from scoping to release using Agile methodologies.

Tiga Information Technologies | Game Developer April 2018 - July 2018

- Built gamified rehabilitation experiences for children in Unity with Kinect Motion Sensor V2, translating therapeutic requirements into full-body interactive mechanics.

EDUCATION

Vancouver Film School
Programming for Games, Web & Mobile August 2018 - August 2019

Bilkent University
Master of Business Administration September 2009 - June 2011
Electrical and Electronics Engineering September 2002 - May 2009

CERTIFICATES

Cornell University, eCornell
Project Management November 2023 - April 2024
Product Management for Engineers October 2020 - March 2021

Michigan State University, Coursera
Game Design and Development Specialization April 2017 - August 2017