


# Bugra Oktay (boo-rah oak-tai)

Product Manager

## CONTACT

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## ABOUT

Creative and skilled product manager with 15 years of experience in software development, user experience design, data analysis, and product leadership.

Demonstrated track record of working effectively in multi-functional organizations and shipping products with direct business impact.

Deep customer empathy, swift adaptability, and a sharp eye for great UX are some of Bugra's superpowers.

## EDUCATION

### M.S., Computer Science and Engineering

on Human Computer Interaction  
University of Nevada, Reno

### B.S., Computer Science

Middle East Technical University

## SKILL SET

- Product development
- Business analysis & strategy
- Data analytics
- Mobile & web development
- Human computer interaction
- Product road mapping
- Agile methodologies
- UX design

## WORK



### Principal Product Manager

2023 - Present

Smartsheet

- Leading the team that defines the next generation of solution building in Smartsheet that brings data tools, automations, content and people management capabilities together in a single hub and establishes Smartsheet as the most-capable CWM platform.
- Built the main navigation for Smartsheet solutions which increased usage of workspaces by 16% and the number of sheet views by 23%.



### Senior Product Manager

2021 - 2023

Meta, Instagram

- Owned content ranking engine of Instagram which determines what appears in users' Instagram feeds.
- Delivered key platform capabilities and frictionless developer experiences for machine learning teams across the company.
- Built long term strategy and functional road maps for Meta's ML infrastructure in the ads space.



### Senior Product Manager

2018 - 2021

Microsoft, Teams

- Owned push notifications, channel messaging, and onboarding for Microsoft Teams iOS and Android apps.
- Shipped 40+ medium to large scope features for 150+ million Teams users. Examples include voice messages, quiet time, and Apple CarPlay support.
- Defined onboarding enhancements that increased week-1 retention of Teams mobile app by 13% and boosted engagement by 22%.
- Gave talks on UX best practices, notification reliability and accessibility in forums like the Microsoft Global MVP Summit.

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## WORK (cont'd)



### Software Engineer

Microsoft, Windows & Bing

2014 - 2017

- Shipped v1 of People and Calling apps on Windows 10. Implemented search, improved perf and user delight for those key Windows components.
- Developed workflows, improved user interactions and reliability of the Bing Advertising web portal.



### Software Engineer

Bally Games

2011 - 2014

- Created 12 casino games, single-handedly owning the process from design to delivery.
- Took initiative and built a novel interface for customizing gaming experiences which later got productized and placed in thousands of gaming terminals worldwide.

## VENTURES



### Founder

Eat the Cake Productions

2019 - Present

- Video, podcast, and music production company outputting creative, fun-filled, engaging media. More info at [eatthecake.org](http://eatthecake.org).



### Founder

Bee #6 Software

2011 - 2019

- App development company focusing on productivity tools. Released 6 well-received apps including Task Me Out: a time & task manager, Everything: a to-do list manager, and Timer Keeper: an animated timer factory.
- These apps reached the Top 100 Productivity Apps list in the U.S App Store and featured by Apple as “new & noteworthy” in 10+ countries.

## PUBLICATIONS & PATENTS

- Context aware intelligent input system. Microsoft. Patent pending.
- Oktay, B., Folmer, E. Feedback Synthesizer for Efficient Exploration of Virtual Worlds. GI '11.
- Oktay, B., Folmer, E. TextSL: A Screen Reader Accessible Interface for Second Life, Proc. W4A '10.