



Tarik Caner

Product Manager

- Levent, Istanbul
- tarikcaner.com
- linkedin.com/in/tarikcaner
- tarikcaner.2@gmail.com

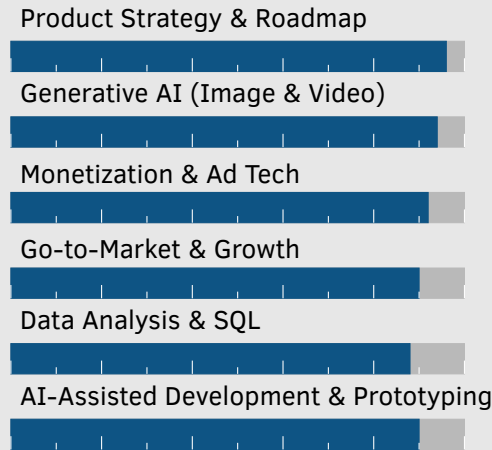
About Me

Product Manager with 5+ years in product, currently leading DaVinci AI at HubX, a unicorn mobile app studio.

I have shipped ad products at consumer scale (Getcontact, 550M+ downloads), fintech features for 20k+ businesses, and the IoT/crypto miner FinestraMiner (50k+ units sold) from development to launch.

Started as a Growth Specialist, growing website users 10x.

Skill



(*)[The skill scale is from 0 (Fundamental Awareness) to 6 (Expert).]

Languages

- Turkish - Native
- English - C1

Ventures

Onsmotion, *Founder & developer, İTÜ Çekirdek startup*: connected weighing, inventory and sales tracking for jewelry stores. Also founded Evet Dedik (QR wedding album) and Saway (silver jewelry brand), both bootstrapped.

Experiences

HubX - DaVinci AI Aug 2026 - Present
Product Manager

- Leading product for DaVinci AI, the AI image & video creation app of HubX, a unicorn mobile app studio.
- Driving product development end to end: roadmap, feature specs and releases with design, engineering and growth.
- Bringing state-of-the-art image and video models to users fast, turning each release into new paid features.

Teknasyon Tech - Getcontact Jan 2024 - Apr 2026
Product Manager

- Owned Getcontact Ads for 35M+ daily users and 550M+ total downloads.
- Optimized the publisher ad structure and ran the mediation stack.
- Took ad revenue to an all-time high by onboarding new ad networks globally.

Workhy Apr 2023 - Jan 2024
Product Manager

- Added and managed banking features such as payments and credit in an app used by 20k+ business owners.
- Managed a global product that enables companies to establish their presence worldwide, while incorporating fintech capabilities into a regtech solution.

Mimiq Jun 2021 - Jan 2023
Product Manager

- Took the FinestraMiner from development to launch (50k+ units sold).
- Managed the entire product life cycle, including production, packaging, and post launch monitoring.
- Developed and executed go-to-market strategies, pricing models, and product requirement documents.
- Gathered market intelligence through custom data extraction programs and influencer marketing campaigns.

Mimiq Nov 2019- May 2021
Growth Specialist

- Developed and executed growth strategies, resulting in a 10x increase in active website users.
- Led successful influencer marketing campaigns, resulting in millions of organic views on social media and websites during CES (Consumer Electronics Show).
- Conducted market research, data extraction, and analysis to identify new growth opportunities and target audiences, creating new funnels for new markets.

education

2017-2022 Istanbul Technical University
Management Engineering

2015-2016 Form Kampüs Private High School
Accepted with full scholarship

2012-2015 Meram Fen High School
Accepted with 500 full points (1st place in Turkey).