BARIŞ
GÜNDÜZ

İstanbul 🏠
0 (533) 032 32 17 📞
barisgunduz@outlook.com ✉️
https://www.linkedin.com/in/barisgunduz/ 💼
https://github.com/barisgunduz 🌐
https://barisgunduz.medium.com 🌐

Product-driven technology professional with **13+ years** of experience across software development, project management, and digital product creation. Specialized in building scalable web and mobile solutions, with a strong background in both engineering and business-driven product delivery. Experienced in working with startups, agencies, and corporate organizations to transform ideas into impactful digital platforms.

My Expertise

- **Software Development**
  - With over 13 years of experience, I have been building **digital solutions** that simplify complex problems, with a strong focus on impact, usability, and data-driven results. My goal is to make technology both accessible and valuable for businesses and individuals.
- **Project Management**
  - Throughout my career — particularly within the advertising and digital product sectors — I have led and contributed to the delivery of **large-scale projects** for a wide range of companies. I have been actively involved in project planning, infrastructure design, user-interactive advertising systems, and premium ad solutions, while also providing **project development** and consulting support to multiple organizations as a freelancer.
- **Content Creation**
  - Alongside my professional work, I build and operate **multiple digital platforms** and **content products**, producing material across YouTube, Kick, Instagram, Medium, and independent websites focused on software, technology, digital products, and creative production. These initiatives generate over 35 million monthly views, with full ownership of the content lifecycle from strategy and production to publishing and distribution.

Work Experience

Gündüz Medya | Founder
01.2025 - Now
- Gündüz Medya delivers **software** and **digital media** solutions that help organizations strengthen their online presence through clean, scalable, and brand-focused platforms.

Senswise | Senior Software Engineer
11.2024 - 01.2025
- Development and maintenance of SenswiseUI, an **AI-based SaaS platform**, using React, Next.js, and Node.js, contributing to scalable and user-focused product development.

IAS - Industrial Application Software | Senior Software Engineer
02.2022 - 10.2024
- Development and maintenance of the caniasERP **Web Client** using React and Java, contributing to scalable enterprise solutions as part of the R&D team.

Anadolu Sigorta | Software Engineer
09.2019 - 04.2021
- Development and maintenance of enterprise insurance systems using Java (IDIT Framework) and Oracle, as a member of the Solution Development Center (BitÇGM).

Segmentify | Software Engineer
09.2018 – 02.2019
- Development and implementation of **JavaScript-based projects**, including browser extensions and Node.js automation, within a SaaS product environment, while providing continuous senior-level technical support to the Customer Success team on JavaScript, CSS, and jQuery, and contributing to the stability and quality of customer integrations and campaign operations.

Genart Medya (*Now called Aleph*) | AdTech Engineer
12.2015 – 08.2018
- Contributed to the delivery of large-scale **digital advertising products** and campaigns for leading local and global brands, while developing advanced advertising technologies using JavaScript, animation libraries, and various APIs, and supporting advertising project management processes from concept through execution.

CGN Yazılım ve Bilişim Hizmetleri | Web Developer
06.2012 – 04.2015
- Led the **web development** and design team in the delivery of corporate websites and CMS platforms, while managing web projects, digital advertising, and social media campaigns, and contributing to brand growth through SEO and performance marketing using Google Ads and Facebook Ads.

Education

Computer Engineering | **Izmir University of Economics**
Bachelor's Degree **(2008 – 2014)**
Science | **Sekine Evren Anatolian High School**
High School **(2003 – 2005)**

Summer School | **Studio Cambridge** *(Cambridge, ENGLAND)*
English for Young Learners **(2005)**

Skills & Tech Stack

- **Web Design & Development & Architecture**
- **Digital Advertising**
- Javascript *(Work)*
- CSS *(Work)*
- React *(Work)*
- Node.js *(Self)*
- Photoshop *(Work)*
- Premiere Pro *(Self)*

- **Product Management**
- **Content Creation**
- Java *(Work)*
- Oracle, Mysql, Postgre *(Work)*
- Mongodb *(Self)*
- Vue *(Self)*
- NextJS *(Self)*

Courses

- Computer Programming Certificate *at **Özel Bilkur Bilgisayar Kursu***
- Oracle Database Design And Programming with SQL *at **Izmir University of Economics***
- The Best Business Plan Training *at **JCI-TEE***
- Studio Cambridge Certificate, English for Young Learners **at Studio Cambridge, England**

Projects

- **Teeny Tiny Web** (*Shortcodes, practical information and tips about the software world*)
- **Part X Network** (*The most comprehensive content production network including the brands* **Movie Part X**, *Motivation Part X etc…*)
- **Esnafon** (*A business directory and content platform for local entrepreneurs.*)
- **Vaktinde Ye** (*Vaktinde Ye provides clean, motivating, and science-guided wellness content that helps you build healthier habits through mindful nutrition, movement, and daily balance.*)
- **Chrome Extensions** (*Handy browser tools developed to simplify daily digital tasks*)
  - *Chrome Web Store*
- Writing articles about coding, technology, managing on **Medium**.

Awards

2017 MMA Smarties - Brand Awareness, Bronze Winner
Arçelik OLED TV (Media First Connected TV Project)
2017 MMA Smarties - Innovation, Bronze Winner
Arçelik OLED TV (Media First Connected TV Project)
2017 MMA Smarties - Mobile Video, Silver Winner
Yapı Kredi World, Find the Hidden Vadaa
2017 MMA Smarties - 360 Degree Video, Gold Winner
Yapı Kredi World, Find the Hidden Vadaa
2017 MMA Smarties - Product / Services Launch, Gold Winner
Arçelik OLED TV (Media First Connected TV Project)
2016 Mixx Awards - Mobile Rich Media Display Ads, Gold Winner
OPET – DON'T SNAP AND DRIVE