

# Turkan Devrijova

PMP Certified Project Manager. Product Manager | People & Strategy | UX & Data | AI & Automation

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## SUMMARY

Project Manager with 13+ years of experience leading projects, building and scaling digital products, combining UX research, data, and execution to drive measurable outcomes. I specialize in translating user insights into product strategy, prioritizing high-impact features through optimization, stakeholder collaboration to ship scalable, user-trusted products. Experienced in Agile and hybrid environments; using AI and no-code tools to create prototypes; building dashboards for data tracking, automate workflows, and optimize product processes. Currently working on academic and industry papers on AI Governance & Agentic AI in Project Management.

## PROJECT AND PRODUCT EXPERIENCE

**02.2026 – Present**

**University of Houston — Cullen College of Engineering**

**Project Manager (Launching a PMO & Digitization Dashboard) | Capstone Project**

- Led end-to-end product discovery to optimize operational processes of Cullen College of Engineering, identifying bottlenecks across workflows and stakeholder touchpoints
- Designed and implemented Power BI Dashboard to automate reporting, improve visibility, and support data-informed decision-making, tracking metrics
- Established a Strategic PMO, digitizing processes and standardizing execution across teams

**05.2023 - 09.2023**

**Baku Design Academy**

**Senior Product Manager — Head of Career Center & Education Platforms**

- Owned product strategy and roadmap for education and career platforms, defining OKRs and success metrics (activation, placement rate, engagement)
- Prioritized features and programs based on user needs (students, employers) and business outcomes
- Increased job and internship placement by 80% through product-led partnerships and platform improvements

**04.2021 - 05.2023**

**Kapital Bank OJSC**

**Senior UX Researcher (Product Strategy & Discovery)**

- Partnered with product managers and designers to translate user research into roadmap priorities and feature trade-offs across digital banking products
- Drove research-backed product changes resulting in +75% usability improvement, +80% NPS and retention, and reduced churn
- Identified early usability and trust risks in onboarding, payments, and subscriptions before release

## EDUCATION

**01.2025 - present** (Graduation date: December 2026)

**University of Houston, Houston, Texas, USA**

MS in Technology Project Management (STEM). **GPA: 4.0**

**09.2015 - 06.2017**

**ADA University, Baku, Azerbaijan:** Master in Public Policy (Graduated with Honors)

**09.2006 - 06.2010**

**Azerbaijan University of Languages, Baku, Azerbaijan**

BA in Philology and Linguistics (Graduated with Honors)

## PRODUCTS AND PROGRAMS I LAUNCHED

- Launched a Digital Planner & Journal named The Happy Brain on the GoodNotes marketplace
- UX Research Mentorship Program: the first UX Research training program in Azerbaijan
- PMP Mentorship Program: Designed and delivered PMP-aligned mentoring
- Designed and launched a physical consumer product line (custom mugs, T-shirts, and prints) translating customer emotions and preferences into tangible products

## SELECTED ACCOMPLISHMENTS

- Accelerate Space 2025-2026 cohort by NASA, Space Center Houston
- Leland Product Management Bootcamp, 2026 Cohort
- Guest speaker at PMI Houston and PMI Lithuania. 2025
- Coached 150+ clients in leadership, career, and transformation (EMCC-accredited, Europass Certified)

**CORE SKILLS:** Product Strategy & Lifecycle Management, Product Discovery & UX Research, Roadmapping, Prioritization & Trade-offs, Data-Informed Decision Making, Stakeholder Alignment & Cross-Functional Collaboration, Agile & Hybrid Delivery, Risk Management, Project Management (PMP).

**Tools:** Jira, Confluence, MS Project, MS Teams, Libre Office, Risky Project, ClickUp, Notion, JMP

**Languages:** English (fluent), Azerbaijani (native), Turkish (fluent), Russian (intermediate), Portuguese (intermediate)

## EMPLOYMENT HISTORY

**08.2025- Present**

**ACES Institute at the University of Houston**

**GA/ Research Assistant:** Data Collection and Analysis

**09.2023 - 01.2024**

**Embassy of Brazil in Baku**

**Project manager on Trade and Investment Promotion**

- Led roadmap initiatives for trade and investment programs across public-sector stakeholders
- Launched first B2B initiative connecting Azerbaijani importers with Brazilian exporters

**04.2020 - 05.2022**

**EU-Azerbaijan Business Forum 2020 - 2022**

**Market Research Expert**

- Conducted a Market Research Survey among more than 120 EU companies in Azerbaijan
- Played a key role in analyzing the survey results for the EU-Azerbaijan Business Climate Report 2020-2022, drawing in more investors to the country with comprehensive insights on market dynamics

**11.2019 - 02.2020**

**AHK Azerbaijan German-Azerbaijani Chamber of Commerce**

**Researcher**

- Conducted Market Research and co-authored a Studybook on Strategic Environmental Management at German-Azerbaijan Chamber of Commerce. 2019

**04.2018 - 10.2019**

**Real Estate Capital LLC**

**Market Research Analyst**

- Led large-scale market research projects in real estate sector supporting \$50+ million in investment decisions
- Designed and executed mixed-method research with developers and investors
- Pioneered the first comprehensive property research reports on office and rental markets in Azerbaijan

**09.2017 - 10.2017**

**Deloitte TT Azerbaijan | Communications Assistant:** Contributed to executing royalty programs, implementing marketing strategies, and organizing corporate events

**Center for Strategic Studies | Internship (04.2017 - 07.2017):** Conducted and presented a Research paper on geopolitics and transport corridors

**European Parliament | Internship (06.2016 - 07.2016):** Prepared reports based on the panel discussions and Conducted research on European Affairs and geopolitics

**Translation and Localization (2009 - 2015):** Dubbing, synchronous translation at TV companies, Local and international organizations