

OMER ERCAN

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SUMMARY

Product-focused mobile engineer with 6+ years of experience building and scaling consumer applications across gaming, AI, and mobile productivity. Shipped 50+ mobile products, generated \$110K+ revenue, and achieved 400K+ organic downloads through strong execution across product development, growth, monetization, analytics, and mobile distribution. Experienced in React Native, Expo, Firebase, Cloudflare, Unity, AI integrations, and end-to-end mobile product development.

EXPERIENCE

ERCAAP

Oct 2024 - Present

Founding Engineer

Remote

Stack: React Native, Expo, TypeScript, Firebase, Cloudflare Workers, AI/ML APIs

- Built and scaled AI-powered mobile applications from idea to production across iOS and Android
- Reached 400K+ organic downloads across multiple self-published consumer applications
- Generated \$110K+ revenue through subscriptions and in-app purchases within 7 months
- Shipped and maintained products including AI video tools, messaging apps, and AI utility applications
- Managed full product lifecycle including frontend, backend, analytics, monetization, release operations, and growth strategy
- Built scalable serverless backend infrastructure using Firebase and Cloudflare Workers
- Led ASO, keyword optimization, App Store positioning, and mobile growth experimentation
- Managed subscriptions, store compliance, release management, push notifications, and live operations
- Worked extensively with analytics and growth tooling including Amplitude, App Store Connect, Google Play Console, and advertising platforms
- Developed marketing creatives and performance campaigns using TikTok Ads, Google Ads, and Apple Search Ads

Luna Games

Jun 2021 - Oct 2024

Unity Game Developer

Istanbul, Türkiye

- Developed 50+ hyper-casual mobile game prototypes within a rapid production environment
- Contributed to multiple scaled game projects with strong user acquisition performance
- Built gameplay systems, progression mechanics, game balancing, and optimization pipelines
- Worked on release cycles including QA, publishing, live operations, and iteration workflows
- Improved retention and gameplay experience through analytics-driven iteration
- Collaborated closely with game designers, artists, and publishing teams

Independent Game Developer

Jan 2019 - Jun 2021

Independent Game Developer

Istanbul, Türkiye

- Self-published mobile games on iOS and Android platforms
- Reached 10K+ organic downloads on early projects through store optimization and product iteration
- Learned full-cycle mobile publishing including development, launch operations, and user acquisition fundamentals
- Participated in startup ecosystem initiatives and early-stage team building experiences

KEY ACHIEVEMENTS

- 400K+ organic downloads across consumer mobile applications
- \$110K+ revenue generated from AI-powered mobile products
- 50+ mobile game projects shipped across multiple production cycles
- 95% organic acquisition through ASO and store optimization strategies
- End-to-end ownership across product development, growth, monetization, analytics, and release operations
- Built scalable mobile applications using React Native, Expo, Firebase, and Cloudflare

TECHNICAL SKILLS

- **Mobile Development:** React Native, Expo, TypeScript, iOS, Android, Cross-Platform Development
- **Game Development:** Unity, C#, Hyper-Casual Games, Gameplay Systems, Optimization
- **Backend & Infrastructure:** Firebase, Firestore, Cloud Functions, Cloudflare Workers, REST APIs, Serverless Architecture
- **AI & Integrations:** OpenAI APIs, AI App Integration, Prompt Engineering, AI-Assisted Development
- **Product & Growth:** ASO, Mobile Analytics, A/B Testing, Subscriptions, In-App Purchases, Growth Strategy
- **Tools & Platforms:** Amplitude, App Store Connect, Google Play Console, RevenueCat, Git, Cursor, Claude

LANGUAGES

- Turkish (Native)
- English (Professional Working Proficiency)