

Yunus Emre PALA

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EDUCATION

INSEAD

MBA Class of December 2025

- Focus on Entrepreneurship and Finance, Entrepreneurship Bootcamp 2025,
- Exchange with The Wharton School of University of Pennsylvania

Singapore / France
2025-2026

Istanbul Technical University Computer Engineering

- Active member of IEEE, 4th Place on Google Hash Code, 2nd place on KU++ coding competition, certificated on Algorithm Design and Analysis by ACM bootcamp, certificated on Software Testing and Quality by Turkcell Academy

Istanbul, Turkey
2014 - 2019

EXPERIENCE

Goldman Sachs

Marcus by Goldman Sachs is an online bank and financial services platform launched by Goldman Sachs in 2016

Software Engineer

- Led and implemented multifactor authentication features for risk sensitive banking operations into mobile app to offer improved security for more than 3 million customers globally
- Executed development of Apple Wallet integration for GM credit card users by collaborating with Apple and Mastercard engineering teams to customer payments more user-friendly
- Pioneered the development and implementation of credit card features for mobile applications serving GM Card users following the acquisition by Goldman Sachs in 2020.
- Conducted interviews for VP-level positions to identify and secure top talent
- Enhanced application stability, achieving a crash-free experience for 99.5% of users by implementing best engineering practices and diverse software testing methodologies.

New York, United States
(Remote)
2021 - 2025

Pixery

Global technology company specializing in the development of next-generation mobile applications for content creators

Software Engineer

- Drove a 5-10% increase in revenue and boosted new users and in-app purchases by implementing reusable video editing components for Funimate, a creative video app with over one million active users, helping the app maintain a competitive edge in a market generating approximately \$3.2 million in annual revenue.
- Transformed music and video editing features, including animations and transitions, by enabling users to import audio from multiple sources, leveraging competitor analysis and collaborating with designers and product managers to optimize functionality and user engagement.
- Conducted A/B tests for each feature release to evaluate their impact on revenue, working closely with product managers to optimize in-app purchase activity and customer retention across various scenarios. Generated actionable recommendations based on test results.

Istanbul, Turkey
2020 - 2021

Commencis

Technology company specializing in digital transformation services, including digital strategy, product design, software development, quality assurance, and cloud solutions

Software Engineer

- Implemented bill payment and currency converter features into the IsBank app while maintaining and extending UI/Unit testing practices to ensure a high-quality user experience, achieving 99% crash-free usage and supporting over one billion daily interactions for 9 million users.

Istanbul, Turkey
2019 - 2020

Codevo

Company based in Turkey, offering high-level software engineering and development services tailored to business demands and requirements

Software Engineer

- Collaborated closely with product managers at YapiKredi Bank to develop core features from the ground up for approximately 13 million customers, including hands-on development of functionalities such as credit card limit setting, payment postponement installments, and password changes.

Istanbul, Turkey
2018 - 2019

ADDITIONAL INFORMATION

Nationality/Work authorisation(s): Turkish

Languages: Turkish (Native), English (Fluent), Spanish (Basic)

Computer Languages/Technical Competencies: Algorithm Analysis, Object Oriented Programming, native iOS development, Swift, Objective-c, Python, Java UI/Unit testing, Software Architecture

EXTRA CURRICULAR ACTIVITIES

Digital Nomad: Lived in Central, South, North America, Africa, Southeast Asia, Eastern Europe while working remotely for 2,5 years with different groups of digital nomads, travelled across the region.

Interests: Running, Motorcycling, Hiking, Martial Arts, Football