

BEYZA NUR KOŞAR

Creative Technologist | AI-Driven Product & Content Development

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PROFILE

A versatile creative technologist who turns creative ideas into working digital products, brand experiences and visual campaigns, combining product thinking, design and AI-assisted production. I independently manage the ideation, user experience, visual direction and execution of mobile apps, web-based MVPs, landing pages, digital products and AI-driven campaigns. I use tools like Claude and ChatGPT for research, problem-solving, prototyping and coding support. In my startup experience, I have taken ownership of product testing, developer/designer coordination, lead generation, content production and growth operations. I bring the analytical thinking, research skills, attention to detail and systematic work habits from my legal education into creative, technology-driven projects.

PROFESSIONAL EXPERIENCE

Independent Digital Product Designer & Etsy Shop Owner

April 2026 – Present

LuneroNest | Remote | Etsy shop: [luneronest.etsy.com](#)

- Designed and listed activity sets, coloring books, educational flashcards, audio stories and downloadable digital products for children, selling them on Etsy.
- Independently managed the full process from product concept to launch — content development, AI-assisted visual production, page layout and sales readiness.
- Developed reusable prompt structures and AI-assisted production workflows to keep a consistent visual language across product lines and scale output.
- Prepared product covers, preview visuals, Etsy listing copy and the digital files delivered to customers.
- Manage the storefront, product updates, post-purchase customer communication and ongoing sales operations.

Product, Growth & Content Intern

February 2025 – June 2025

GetBeauty.ai | Remote

- Tested an early-stage AI-powered mobile app end-to-end for user experience, flow, visual consistency, feature functionality and technical bugs.
- Relayed the founder's product vision to developers and designers, coordinating bug tracking, feedback and improvement cycles.
- Took over team communication independently over time, after initially operating under the founder's oversight, and worked directly with developers and designers.
- Contributed to a four-month development and improvement cycle that took the app from an early, bug-heavy build to a near-launch-ready product.
- Researched roughly 1,000 potential customers, building an AI-assisted scoring system based on reviews and patient-satisfaction signals to prioritize high-potential leads.
- Tested the scoring methodology across different AI models to compare consistency and determine lead priority order.
- Reached out to high-scoring leads by email and direct message; passed positive replies to the founder for meeting scheduling and contributed to new client relationships.
- Improved the company website's layout, user flow and functionality by defining requirements for AI tools to generate code, without a traditional coding background.
- Produced 50+ informational posts, short videos and AI-assisted marketing materials for Instagram using Canva, Kling and Google Veo.
- Repurposed long-form videos into short, publishable content suited to social media.
- Worked directly with the founder across product, growth, web and content, taking on broad responsibility in early-stage startup operations.

Campaign & Influencer Operations Intern

December 2022 – July 2023

Teamfluencer | Remote

- Communicated directly with brands and influencers to analyze campaign needs, handling planning, proposal preparation, participant coordination and execution.
- Prepared campaign concepts and budget proposals tailored to brand requirements.
- Independently coordinated communication and operations for a campaign involving 60 influencers, managing information flow between the brand and participants.
- Tracked campaign deliverables against scope and timeline, managing brand- and influencer-side progress in parallel.
- Independently handled the communication, task tracking and time management required in a remote work setup.

Mesut Yıldız Hukuk ve Danışmanlık Bürosu | Ankara

- Contributed to case files through legal and case-law research; assisted in drafting petitions and other legal documents.
- Tracked case progress, procedural deadlines and legal time limits by following hearings.
- Maintained file organization, document tracking and deadline control with care and consistency.
- Developed time management, analytical thinking and professional written communication skills by prioritizing multiple files and tasks in a fast-paced office.
- Took on responsibility in work involving confidentiality and accuracy, building a detail-oriented working habit.

DIGITAL PRODUCT & APP PROJECTS**Guestoria** | Founder & Product Developer

August 2026 – Present

Web: myguestoria.com

- Built a usable MVP that lets guests upload photos and videos via QR code without creating an account, with files delivered to the event host's Google Drive.
- Built the product concept, brand identity, UX, interface structure and technical product requirements from scratch.
- Designed and implemented the host dashboard, a persistent QR link, QR customization, the guest upload screen, cover-image management and event-closing features.
- Built a file-transfer system using Google OAuth and the Google Drive API, letting hosts connect their own Drive accounts.
- Designed a user-controlled storage model that uses the host's existing Google Drive capacity instead of platform-owned storage tiers.
- Built a privacy-first product architecture ensuring guest uploads are never stored permanently on Guestoria and are transferred to the host's own Drive space.
- Designed a short QR-based upload flow that removes the need for sign-up, login or app downloads for guests of any age or tech comfort level.
- Integrated Supabase, Resend, the Google Drive API, Google OAuth and Cloudflare with Claude-assisted development.
- Successfully tested the MVP at a real engagement party with roughly 10 users on different mobile devices, handling about 250 photo and video uploads.
- Continuing to identify and resolve remaining device-compatibility and upload-reliability issues based on pilot results.

Stonk | Mobile Game Product Developer

July 2026 – August 2026

- Built a playable mobile game prototype for iOS and Android combining Tetris-style spatial placement with Candy Crush-style matching mechanics.
- Independently built the game's core play loop and a working prototype through Claude-assisted development.
- Designed and integrated scoring, level progression and dynamic difficulty systems into the playable mechanic.
- Built the core UI and used Nano Banana for early visual work.
- Brought the core game mechanic and systems to a playable prototype stage through on-device testing.
- Planned visual design, ad integration and broader cross-device testing as the next development phase.

2Shot | Founder & Mobile Product Developer

February 2026 – April 2026

- Developed a working iOS app centered on simultaneous front- and back-camera photo/video capture, from concept to functional product.
- Defined the product strategy, feature scope, user flows, brand identity, interface structure and design system.
- Independently managed the app's development with coding support from Claude and ChatGPT.
- Built simultaneous dual-camera capture alongside single front/back modes, with draggable picture-in-picture and split-screen shooting options.
- Implemented photo capture, video recording, in-recording photo capture, camera switching and saving media to the device gallery.
- Included HD and 4K resolution, 24/30/60 FPS, multiple aspect ratios, a timer, zoom and exposure controls in the product scope.
- Designed a control system covering the hardware flash, screen flash, front-camera light options and camera permissions.
- Built an MVP privacy model that keeps photos and videos on-device rather than uploading them to an external server, collecting no personal data.
- Completed a functional version by testing core camera, recording, permission and media-saving flows on a physical iPhone; did not proceed to App Store distribution.

SELECTED CREATIVE PROJECTS

AI-Powered Landing Page Concepts

May 2026

ElanBeauty, Stacked & Novax | Independent Concept Projects

- Developed three responsive brand and landing-page concepts for different sectors and audiences: Elan Beauty, a luxury beauty brand; Stacked, a premium burger restaurant; and Novax, a commercial space-travel company.
- Built a premium digital identity and product-focused UX for Elan Beauty, highlighting luxury beauty products.
- Designed a brand voice and menu-focused page flow for Stacked, distinct from conventional fast-food aesthetics and suited to a premium burger positioning.
- Built a cinematic web experience for Novax, centered on exploration and advanced technology, promoting commercial space-travel services.
- Personalized starter structures built with Lovable in VS Code with brand-specific copy, visual direction, page hierarchy and interface refinements.

Live demos: ElanBeauty elan-beauty-static.vercel.app | Stacked stacked-static.vercel.app | Novax novax-static.vercel.app

LEGO Wear

June 2026

Independent, unofficial brand extension concept | Project deck: canva.link/lego-wear-fashion-brand-extension

- Developed a comprehensive fashion- and retail-focused brand extension concept, starting from the question “What would a LEGO clothing brand look like?”
- Adapted LEGO’s recognizable color and structural language into fashion, creating the LEGO Wear visual identity and logo variations.
- Defined target age groups, user personas and collection structures, designing product groups for different segments.
- Developed the collection’s usage context by first building garments and accessories as independent product concepts, then visualizing them on models.
- Brought clothing, headwear, footwear and accessories together within one brand system to create outfit and collection visuals.
- Extended the brand experience by designing physical touchpoints such as product tags, packaging boxes and shopping bags.
- Built a storefront and window-display concept to show how the brand would look in a physical retail setting.
- Prepared persona and lifestyle visuals for different target audiences, showing the brand in everyday and streetwear contexts.
- Produced social posts, vertical ad formats and campaign materials from product shots, model visuals and campaign copy.
- Turned static product concepts into short AI fashion ads focused on apparel and footwear.
- Built a multi-tool production pipeline, spanning product design to campaign and motion output, using Nano Banana, Leonardo AI, Pomelli, Canva, Google Veo and Seedance.

AI Fashion and Motion Campaigns

June 2026

Independent Concept Projects

- Turned technical sketches, flat product shots and reference outfits into realistic model visuals, editorial shots, runway scenes and short ads.
- Reimagined Pinterest-sourced outfits on virtual models to create campaign visuals with a professional fashion-photography aesthetic.
- Set styling, model profile, setting, lighting, camera angle and composition decisions; developed multi-stage prompt flows for model, product and visual-language consistency.
- Carried static clothing concepts through to editorial shots, runway scenes and motion-based runway visuals.
- Developed reusable prompt structures to preserve the same model, product and visual language across different scenes.
- Produced visuals with Nano Banana and Leonardo AI, adapted campaigns with Pomelli and Canva, and created motion content with Google Veo and Seedance.
- Prepared campaign outputs in square, vertical and other social-focused formats.
- Built an end-to-end production process from static design to model visualization, ad film and runway presentation.

SKILLS

Product & UX: Product ideation and strategy, MVP development, rapid prototyping, user flows, UX/UI planning, usability testing, QA, bug tracking, responsive design, privacy-first product decisions, feature documentation

Creative Production: Creative direction, AI visual generation, AI video and motion, brand concepting, digital campaigns, visual storytelling, fashion and product visualization, landing pages, social media content, case studies and presentations

AI Workflows: Prompt design, consistent prompt systems, multi-tool production workflows, AI-assisted coding, vibe coding, prototyping, visual consistency, comparing AI model outputs

Marketing & Operations: Lead generation, AI-assisted lead scoring, customer research, email and direct-message outreach, influencer operations, campaign planning, budget proposals, startup operations, team coordination

TOOLS & TECHNOLOGIES

Generative AI & creative tools: Claude, ChatGPT, Google Veo, Seedance, Kling, Nano Banana, Leonardo AI, Pomelli

Design & content: Canva, Lovable

Project platforms: VS Code, Vercel, Supabase, Cloudflare, Resend, Google Drive API, Google OAuth

Office tools: Microsoft Office

EDUCATION

Bachelor's Program in Law | Akdeniz University 2018 – 2022

Social Media Management | Anadolu University | Coursework not completed 2023

COURSES & PROFESSIONAL DEVELOPMENT

- Social Media Specialist Training, Udemy
- Brand Specialist Training, Udemy
- Independent study in generative AI, AI-assisted product development, visual generation and prompt design

LANGUAGES

Turkish: Native | **English:** Intermediate, B1+