Rufat Mirza

SENIOR AI PRODUCT MANAGER · AI QUALITY AND EVALS

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Senior Product Manager at Yandex. Keynote speaker at the launches of AI Mode in Yandex Search, the first LLM in a search engine built for Türkiye, and of Yandex AI, the most downloaded app in Türkiye within two days. I make AI products measurable: hard-query sets, LLM judges and launch bars that decide when an AI answer is good enough to ship. I was an iOS engineer before product, and I still build: one of my own apps was featured by Apple.

SKILLS

AI quality	LLM evals · hard-query sets · LLM-as-judge · blind side-by-side · error analysis
AI products	multi-agent assistants · AI search · generative UI · memory
Product	launch gates · metric design · A/B tests · product-led growth · OKRs · ASO
Build	Swift and iOS · prototyping with Claude Code

EXPERIENCE

Senior Product Manager · Yandex, Yandex AI and Yandex Search — Aug 2024 to now

- Launched Yandex AI: search, browsing and an assistant with 20+ AI agents in one app. Keynote presenter at the launch. It became the most downloaded app on the App Store and Google Play in Türkiye within two days, ahead of ChatGPT and Gemini, with millions of monthly users soon after.
- Product lead for the chat surface: the answer itself, whatever the user asks. Shipped Generative Entities, answers generated as structured blocks in one visual language that every team configures.
- Leading the international rollout of the assistant to partner markets: set the launch bar for every agent and capability, and run launch readiness with the agent, model and inference teams.
- Run AI quality as a weekly practice: hard-query sets, LLM judges for facts, language and usefulness, blind comparisons against leading assistants, memory tests. The results decide what ships.
- Before that, product manager of AI Mode in Yandex Search (Yazeka) and keynote speaker at its launch (Dec 2024). Shipped visual answers and Reasoning Mode and presented both to the press. In 2025 Yandex Search users and queries grew 75% and AI answers per day 2.5x.
- 8 keynotes, press launches and talks in 2 years. Prototype with Claude Code, from a live showcase of AI answers to a product context base the team queries with AI.

Product Manager, interim Head of Product · Vitaance, Spain — Mar 2022 to Dec 2023

- Pivoted the company from insurtech to employee wellbeing benefits. Stickiness (WAU/MAU) rose from the 20s to the 60s %.
- Moved a sales-led business to product-led growth, testing and validating 5 distinct strategies.
- Interim Head of Product for 12 months: roadmap, product OKRs, discovery and user stories.

Senior iOS Developer, later iOS Team Lead and Product Adviser · Coca-Cola CCI — Jan 2021 to Aug 2024

Senior iOS Developer full time Jan 2021 to Dec 2022. Team Lead on contract Dec 2023 to Aug 2024.

- 5 e-commerce apps in 3 countries, including a white-label app.
- Built the first UI and UX design system for the mobile apps.
- Took a crash-prone app to zero crashes a year.
- Helped product teams with funnels and cohort analyses. Mentored junior and mid-level developers and wrote the mobile guidelines.

EARLIER

Senior iOS Developer and Product Manager · Relevant Fruit — Jul 2020 to Jan 2021
Shipped 2 apps from scratch and maintained 1 with millions of monthly users. A/B tests and ASO raised store CTR by 10%. The company closed.

iOS Developer · Betbull UK and WynnBet USA — Oct 2019 to Jul 2020
Built the casino on my own. It became the main feature of the app.

iOS Developer and Co-designer · Farmazon — Jun 2018 to Oct 2019
Shipped the first app of Türkiye's biggest B2B marketplace for pharmacies and moved its revenue to mobile.

Project Management · STAR Refinery — Aug 2011 to Oct 2017
From feasibility to commissioning, with teams in Türkiye, Italy, Spain, South Korea, Japan and the USA.

OWN PRODUCTS

Founder and Builder · Right Questions rightquestions.app — 2023 to now
An AI writing pad that only asks questions. It never writes for you.

Founder and Builder · Nutria App Store — 2017 to now
A dietitian in the pocket. Featured by Apple, hundreds of 5-star reviews.

Founder and Builder · Pomo Timer — 2020 to now
A Pomodoro timer for iPhone.

AI tools built with Claude Code — Ongoing
A book recommender (books.rufatmirza.com), a translation grader, a daily reflection bot.

TALKS

Oct 2026	Alive Baku, "Making AI Products Measurable"
May 2026	METU, how we build and evaluate AI at Yandex
Apr 2026	Anadolu Hackathon final, 100+ teams from 60+ universities
Feb 2026	Yandex AI launch, keynote
Dec 2025	Alive: Building with AI, "Practical Evals in GenAI Product Development"
Jul 2025	Reasoning Mode in Yandex Search, press launch
Apr 2025	Visual AI answers in Yandex Search, press launch
Dec 2024	Yandex Search with AI launch, keynote

EDUCATION

MSc, Information and Communication Systems · TU Hamburg, Germany — 2008 to 2011
Computer science. GPA 3.6/4. Research assistant in image processing (X-ray images, with Philips).

BSc, Electrical and Electronics Engineering · University of Gaziantep, Türkiye — 2004 to 2008
Highest GPA in the department. Exchange at the Engineering School of Copenhagen, internship at AGH Kraków.

FUN FACTS

- Speak English, Turkish and Russian fluently, Spanish and German at a basic level.
- Mentor students and young creative people for free.
- Design and 3D print lamps and objects.
- Dance Lindy Hop and play tennis.