

MELIH YAVUZ

Founder · Product & AI Systems Lead

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Building products at the intersection of AI, product design and technology.

PROFILE

Founder and multidisciplinary product builder with 10 years of experience across AI systems, interactive technology, design and digital products. Currently building aila, an agentic AI personal assistant designed to turn user intent into real-world action, while leading Humion Tech, a multidisciplinary technology studio. Strongest at the intersection of product strategy, system architecture and experience design: identifying the right problem, defining how the product should behave, and working hands-on with technical and creative teams to ship it.

CORE EXPERTISE

Product Strategy & Discovery · Agentic AI & Orchestration · System Design · UX Architecture & Interaction · Creative Technology · Cross-Functional Leadership

EXPERIENCE

Founder & Product Lead

Jun 2025 – Present

aila — AI-Powered Personal Assistant · Istanbul

- Founded and led aila from concept to MVP and pilot, defining product vision, system architecture and the core user experience.
- Designed an agentic orchestration layer that translates natural-language intent into real-world actions across voice, web search and third-party integrations.
- Architected and iterated the platform across Node.js / Fastify, Redis / BullMQ, Qdrant, Supabase, React Native / Expo and AI model integrations including OpenAI, Claude and ElevenLabs.
- Ran product discovery directly with pilot users and translated requirements into shipped product iterations on short cycles.
- Defined conversational UX, agent behavior and the interaction model between AI agents, integrations and human-support layers.

Co-Founder & Managing Director

2026 – Present

Humion Tech — AI Systems & Digital Product Studio · Istanbul

- Founded and lead a multidisciplinary technology studio delivering AI systems, digital products, automation, web platforms, cloud infrastructure and interactive experiences.
- Lead client discovery, product strategy and technical scoping from early concept through delivery.
- Coordinate multidisciplinary teams across AI, software, UI/UX, infrastructure and creative technology.
- Translate business problems into executable product and technology roadmaps while overseeing delivery quality and client relationships.

Art Director & Project Manager

Nov 2023 – Jul 2025

Ponchiqs

- Led delivery across a cross-functional team spanning art direction, game design, UI/UX, animation, AI development, FX and mobile.
- Owned the production pipeline and release process, translating creative ambition into technically executable scope.

Unreal Engine Designer & Developer

Apr 2022 – May 2024

Mythaverse

- Built gameplay, UI, animation systems, AI behaviours, FX, sound and material systems in Unreal Engine under real-time and mobile performance constraints.

Head of Next-Gen

Mar 2022 – Nov 2022

DIGIVEGA® · Istanbul

- Founded and led a department helping brands adopt emerging technologies across AR/VR, immersive media, metaverse and Web3.
- Ran technical discovery with non-technical stakeholders and translated emerging technology into executable roadmaps and deliverables.

Earlier Career — Architecture & Spatial Design

2017 – 2022

Outdoor Factory · Erhan Sağır Interior Design · A Yapı · Sebe · TK Dizayn

- Worked across architecture, interior architecture, large-scale entertainment environments, design development, 3D modelling and visualization before moving into interactive products and emerging technology.

SELECTED PROJECTS

Agent Orchestration System

- Built a distributed system of 18 specialized agents covering development, research, QA and operations across a Windows workstation and Ubuntu VPS, including model fallback chains, rate limiting, Cloudflare Workers deployment and SSH tunneling.

GlowMate — AI Skincare Assistant

- Built a mobile AI assistant using React Native / Expo and the Claude API.

TECHNICAL & CREATIVE STACK

AI & Systems	Agentic AI · Multi-agent orchestration · OpenAI · Claude · ElevenLabs · Node.js · Fastify · Redis · BullMQ · Qdrant · Supabase · Firebase · n8n
Product & Mobile	Product strategy · Discovery · UX architecture · React Native / Expo · PWA · Three.js · System design
Creative Technology	Unreal Engine · Figma · 3D / 2D design · AR / VR · UI animation · Branding & visual identity

EDUCATION & LANGUAGES

Yeditepe University — B.A., Interior Architecture · 2012–2016

Saint-Joseph French High School, İzmir · 2008–2012

Turkish — Native · English — Professional · French — Conversational