

Doruk Cinalioglu

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SUMMARY

Software engineer with a cognitive science background. Built and shipped consumer AI products end to end: full-stack mobile and web applications with LLMs at the core, together with the payment processing, analytics, and acquisition systems around them. Works AI-natively across the entire lifecycle, using agentic coding tools and generative workflows to compress development, content production, and distribution cycles that would otherwise require a much larger team.

EXPERIENCE

Selfmap AI

Founder & Chief Technology Officer

Los Angeles, CA

Sep. 2024 – Jul. 2026

Shipped: PoseUp (AI photo editing) · Selfmap (self-discovery) · Motivate (motivation) · Selftest IQ (brain training)

- Founded and led a four-person AI-native studio building consumer mobile apps, taking each product from concept through engineering, monetization, and distribution; directed product and engineering across the portfolio.
- Designed and built four production iOS apps from concept through App Store review to live release: interface and onboarding flows, React Native, TypeScript, and Swift clients, Firebase and Google Cloud Functions backends, authentication, and LLM API integration.
- Built LLM and generative-image product features end to end: prompt design and engineering, API orchestration, structured output parsing, image generation and editing pipelines, and cost, latency, and failure handling in production.
- Built automation pipelines with agentic coding tools (Claude Code) across market research, social content generation, ad creative, store assets, copywriting, and keyword research, compressing output cycles far below conventional requirements.
- Built subscription infrastructure end to end: RevenueCat and Stripe integration, entitlement handling, onboarding flows, and paywall variants, converting installs to paid at rates in line with category benchmarks.
- Instrumented product analytics in PostHog, GA4, and GameAnalytics; defined event taxonomy and wrote SQL to build activation, conversion, retention, and cohort analyses used to guide roadmap decisions.
- Ran paid acquisition on Meta and TikTok and owned ASO/ASA, store listings, and creative iteration; used Sensor Tower for category sizing, competitor analysis, and concept validation before committing engineering time.
- Ran product development as an experimental process: hypotheses drawn from attention, decision, and motivation research, tested against behavioral data, then iterated or cut on the evidence. Discontinued one product mid-development on weak early signal.

Sorsr

Engineering Consultant (Partnership Engagement)

Los Angeles, CA

Mar. 2025 – Jun. 2025

- Built the initial product for an early-stage B2B financial research and deal-sourcing platform serving private equity clients, working alongside the founding team from concept through a working system.
- Advised on product ideation and designed the sourcing algorithm defining how target companies were identified, filtered, and ranked against client criteria.

UCLA TLC Lab

Research Assistant & Lab Operations Lead

Los Angeles, CA

2023 – 2025

- Led experiment design and operations for a two-year eye-tracking study on language-based racial bias intervention; managed lab IT infrastructure, data collection protocols, and participant sessions.
- Introduced and implemented LLM-based tooling in lab operations, integrating AI workflows into research and administrative processes and onboarding lab members to their use.

EDUCATION

University of California, Los Angeles

B.S. Cognitive Science

Los Angeles, CA

Sep. 2021 – Jun. 2025

Relevant Coursework: Data Structures & Algorithms · Cognitive Psychology · Neuroeconomics · Research Methods & Statistics · Decision Making · Attention · Memory · Consciousness · Evolutionary Psychology

SKILLS

AI: Agentic coding tools (Claude Code, Cursor) · LLM API integration · Prompt engineering · Generative image and video production · Automation workflows and pipelines · Internal tooling

Languages & Frameworks: TypeScript · JavaScript · Python · Swift · C++ · SQL · React Native

Backend & Cloud: Firebase (Firestore, Auth, Storage) · Google Cloud Functions · Supabase · SQL and NoSQL · REST APIs · Webhooks

Web & Deployment: Web application and marketing site development · Vercel · CI/CD · Domain, DNS, and hosting operations

Monetization: RevenueCat · Stripe · Subscription and entitlement architecture · Paywall and onboarding design

Analytics & Research: PostHog · GA4 · GameAnalytics · Event taxonomy · Funnel and retention analysis · Experiment design

Growth: Meta Ads · TikTok Ads · Ad creative · ASO/ASA · Keyword optimization · Organic social distribution · Sensor Tower