Hammad Anwar

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PROFESSIONAL EXPERIENCE

Blazeo (formerly ApexChat) • **Pakistan**

Product Owner • **Full-time**   **October 2022 - Present**

- Raised retention by 10% by conducting user interviews that identified key pain points, leading to improvements that kept users engaged.
- Increased lead close rate by 20% and lead conversions by 10% by introducing features like appointment scheduling and retainer signing, making the process smoother and faster.
- Improved user engagement by 25% by developing and launching a companion mobile app for the system dashboard and portal.
- Set up GA4 to track mobile app events, identifying user interactions that led to specific feature improvements.
- Reduced unauthorized access attempts by 30% by implementing Single Sign-on, leading to a more secure system.

BreakThru • **Pakistan**

Software Quality Assurance Engineer • **Full-time**   **November 2020 - September 2022**

- Improved the testing process by 25% by creating detailed test cases with Cucumber BDD approach and managing them with the Xray tool in Jira, leading to quicker issue detection and resolution.
- Boosted system Dashboard performance by 20% under heavy loads by creating JMeter test scripts that identified key issues and enabled targeted fixes.
- Reduced regression testing time by 50% by creating and improving 70+ automated test cases with the Selenium framework, leading to faster software releases.

Inbound Service Representative • **Part-time**   **July 2018 - October 2020**

- Generated 30 leads per day on average, increasing the team's monthly lead count by 20% and driving more sales opportunities.
- I was named top performer three times in two years, demonstrating consistent high performance and contributing to team success.

EDUCATION

Bachelors in Computer Science

University of Karachi • Karachi   January 2017 - December 2020

SKILLS

- **Programming Languages:** C#, SQL, Java
- **Tools:** Jira, Figma, Miro, Balsamiq, Firebase, Confluence, Google Analytics, Google AppScript, Excel, HubSpot
- **Managements Skills:** Product Management, Product Road Mapping, Spring Planning, A/B testing, Scrum Framework, Stakeholder Management, Requirements Gathering, Wireframing & Prototyping