

Hammad Anwar

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PRODUCT OWNER/PROJECT MANAGER

Agile Scrum | B2B & B2C | Product Management

Experienced professional with over 6 years in the software industry, including extensive experience as a Product Owner. Skilled in Agile methodologies and leading cross-functional teams to deliver high-quality products that align with business goals. Proven track record in defining product vision, managing backlogs, and translating business needs into technical requirements. Strong communicator with a passion for driving product success and enhancing user satisfaction.

WORK EXPERIENCE

Blazeo – Saudi Arabia

10/2022 - PRESENT

Product Owner

Responsible for managing product backlog, aligning development with business goals, and driving product success through cross-functional team collaboration.

- Aligned 30+ product features with business value by prioritizing and managing the backlog, enhancing stakeholder satisfaction and project efficiency.
- Increased product adoption by 20% over two years by collaborating with stakeholders to define a clear product vision and roadmap, driving business growth.
- Launched 10+ high-impact features by translating complex business requirements into detailed technical specifications, resulting in a more robust and user-friendly product
- Improved customer satisfaction by 25% by gathering and analyzing user feedback through surveys and interviews, leading to targeted product enhancements.
- Facilitated 15% faster product delivery by leading cross-functional teams through Agile methodologies, resulting in improved sprint velocity and project outcomes.
- Ensured timely project delivery by acting as the primary liaison between stakeholders and development teams, leading to clear communication and prompt issue resolution.

BreakThru – Pakistan

07/2018 - 09/2022

Software Quality Assurance Engineer

Responsible for managing the full testing lifecycle, reducing critical bugs, and ensuring software quality.

- Ensured performance consistency across platforms by performing manual and automated testing, resulting in enhanced compatibility in web, API, and mobile applications.
- Guided product release decisions by preparing detailed test result reports, contributing to successful sprint and release testing.

EDUCATION

University of Karachi – Pakistan
Bachelor of Science in Computer Science

PROFESSIONAL SKILLS

- Expertise in Agile methodologies (Scrum, Kanban) and project management tools (Jira, Trello).
- Proficient in product road mapping, backlog management, and product lifecycle management.
- Skilled in stakeholder communication and leading cross-functional teams.
- Strong capabilities in data analysis, market analysis, and risk management.
- Experience in wireframing and prototyping using tools like Figma and Balsamiq..
- Effective in tracking KPIs and metrics to drive product success.

CERTIFICATIONS & COURSES

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| • Scrum Foundation Professional Certificate (CertiProf) | 08/2024 |
| • Agile Project Management Professional Certificate (Atlassian) | 09/2024 |
| • Product-Led Growth Certificate (Product School) | 08/2024 |
| • Product Road Mapping Certificate (Product School) | 08/2024 |

PROJECTS

Blazeo CRM – Mobile Application

- Defined product vision, release scope, and collaborated on app designs.
- Drove GTM strategy and iterated based on user feedback.

ApexConnect – Mobile Application

- Led roadmap creation and coordinated with dev/QA for launch.
- Managed post-launch improvements through stakeholder and user feedback.

LANGUAGE COMPETENCIES

- Urdu: Native
- English: Professional (speaking, reading, writing)
- Arabic: Basic (speaking)