
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

July 2018 – 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.
- Reduced critical production issues by 25% by managing the bug lifecycle from identification to closure using Jira, improving system stability.
- Improved team productivity by 15% by training and guiding junior team members, leading to faster project completion and better overall performance.

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