

Ayomide Maurizio DASOUZA

PRODUCT MANAGER

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Profile

Dedicated and results-driven Product and Project Manager with a keen eye for detail and a passion for innovation. Currently interning at TreeKle, where I lead product development and project execution initiatives. As a Food Science student at Obafemi Awolowo University, I merge analytical thinking with creative problem-solving. Previously, I served as the Social Director of my department, honing my leadership and organizational skills. Skilled in cross-functional collaboration, user testing, and comprehensive documentation. Demonstrated commitment to achieving measurable outcomes, as evidenced by a 20% increase in user engagement and a 15% improvement in user satisfaction ratings. With a strong foundation in both technical and management domains, I am poised to drive impactful solutions and contribute to the evolution of cutting-edge products.

Experience

Junior Product Manager, TreeKle inc., Lagos, Nigeria

August 2023 — Present

1. Led the development and implementation of key features to enhance user experience and platform functionality
2. Collaborated cross-functionally with design, development, and marketing teams to ensure seamless integration and successful roll-out of new features.
3. Conducted user testing sessions to gather feedback and iteratively improve feature designs, resulting in highly positive user response.
4. Created comprehensive documentation for each feature, including ideation, wireframes, and visual mockups, providing clear guidance for development teams.
5. Successfully launched and integrated all features, resulting in a 20% increase in user engagement and a 15% improvement in user satisfaction ratings.
6. Collaborated with cross-functional teams to conceptualize, develop, and launch new features for the TreeKle platform, enhancing user experience and increasing revenue streams by 20%

Education and Certification

Bsc. Food science, Obafemi Awolowo University, Ile-ife,osun state.

January 2019 — Present

Product led growth micro certification course, Product school

August 2023 — September 2023

Developed a deep understanding of the strategies and tactics involved in creating user-centric products that drive organic growth and customer retention. Acquired practical knowledge in user onboarding, feature adoption, and leveraging product usage data to inform decision-making. Applied these insights to optimize user experiences and increase product adoption rates.

Product Management Certification, SideHustle.ng

March 2023 — April 2023

Created a User Persona, User story and Acceptance criteria for an application to connects buyers in the city to farmers in the village using Whimsical, developed a Product Requirement Document for a demo product, conducted a survey and created a Product Roadmap for Chop'n'Smile (A food Ordering App), using a prioritising method as learnt for each feature as well as the User flow for the product

Introduction to Project Management, Aptlearn.io

January 2023 — January 2023

Links

[Profile](#)

Product Management Skills

Jira

Figma

Agile Methodology

Trello

Whimsical

Product Discovery and Roadmapping

Hobbies

Playing games, Basketball

Trying new dishes

References

References available upon request