

SENIOR TECHNICAL PRODUCT MANAGER- BACKEND/FRONTEND

Dedicated and compassionate senior technical product manager with 15+ years of experience leading cross-functional teams to plan, build, launch and manage innovations. Experienced in building products that improve operational efficiency and increase workflow automation tenfold for end users.

AREAS OF EXPERTISE

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|----------------------------------|--------------------------------|--------------------------------|
| ○ Strategic Planning & Execution | ○ Agile & Scrum Methodologies | ○ Cross-functional Teams |
| ○ Product Development & Launch | ○ Project Lifecycle Management | ○ User Discovery/Testing |
| ○ Team Building & Leadership | ○ Product Strategy | ○ Analytics & Data/SQL |
| ○ Team Communication | ○ Behavior Driven Development | ○ Product Migration |
| ○ Web analytics | ○ Product Roadmap | ○ Rapid prototyping |
| ○ A/B Testing | ○ Content Management System | ○ Data Analysis and Extraction |

TOOLS

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|----------------|--------------------|-------------------|
| ○ Splunk | ○ Apigee | ○ SQL |
| ○ App Dynamics | ○ Postman | ○ AWS |
| ○ Google Cloud | ○ Google Analytics | ○ Optimizely |
| ○ Salesforce | ○ Python | ○ Microsoft Azure |

PROFESSIONAL EXPERIENCE

Senior Technical Product Manager Wells Fargo, San Francisco, CA

2016 – 2023

- **API Marketplace Launch V3**
 - Drove success within the value stream responsible for delivering the latest version of the Wells Fargo API developer portal application. Demonstrated influential leadership within Agile Release Trains (ARTs), leading to the on-time launch of the V3 developer portal within a remarkable 6-month timeframe. Implemented enhancements in navigation and created a dynamic developer portal experience, which led to a substantial 35% reduction in support calls.
 - Enabled seamless publishing, consumption, collaboration, and governance of APIs, resulting in a significant enhancement of the overall user experience. Spearheaded efforts that reduced API documentation publishing time from 2 weeks to under an hour, accelerating time-to-market for new APIs.
 - Introduced simple JSON/RESTful APIs with code snippets, facilitating ease of integration for developers.
 - Developed a Digital React-based single-page application (SPA), ensuring optimal performance and a smooth user interface.
 - Ensured cloud readiness and compliance with the 13-factor principles, making the platform robust and scalable for future growth.
- **SEO Optimization for API Marketplace**
 - Collaborated with the corporate SEO team to optimize the API Marketplace for higher rankings in search engine's organic results (SERPs).
 - Implemented technical SEO strategies, resulting in a significant increase in organic clicks by 76% and organic impressions by 83% within just three months of implementation.
 - Improved the average search engine ranking position by 5.6 positions, driving higher visibility and attracting more targeted traffic to the platform.

- The project's outstanding success led to recognition from the enterprise SEO center, which is creating a case study to showcase the impact of the optimization efforts.
- **Customer Feedback Integration**
 - Successfully led the release and seamless integration of customer feedback functionality into the API marketplace platform.
 - Optimized and simplified the feedback collection process, yielding invaluable insights into application usability, user assistance materials, API documentation, and resources. These insights were instrumental in driving substantial product enhancements and elevating user satisfaction levels.
 - Implemented usability improvements, refreshed content, and enhanced the account creation and sandbox access processes, resulting in a remarkable 65% boost in user engagement and an impressive 95% acceleration in onboarding speed. These improvements also contributed to a 35% reduction in support requests, establishing a good reputation for our platform within the fintech industry.
- **Migration from HA Proxy to F5 load balancer**
 - As part of simplification project and remove the scalability and customization limitations and to fix challenges in managing the increasing API traffic and availability, we updated existing APIs with new archetype to have its own target end point instead of common one. Migration project was broken down to archetype update , endpoint isolation , testing and validation.
 - The team initially took an average of 3 weeks to migrate a single API. However, through process streamlining efforts, we achieved the capability to migrate one API every week.
- **Automated User Onboarding in Sandbox Environment**
 - Successfully streamlined the onboarding process for users in the Sandbox environment. This transformation resulted in a remarkable reduction in onboarding time, slashing it from 2-3 weeks to instantaneous, real-time access. Our efforts not only enabled seamless transitions but also accelerated the process, allowing visitors to swiftly move from accessing Open API specifications to actively experimenting with the APIs in the Sandbox, all in under 4 minutes.
 - In the first four months post-feature release, user engagement with the Wells Fargo Sandbox had a remarkable surge from 10-20 users to 660 users.
- **PCF Migration of APIs as Cloud Enablement for Developer Portal**
 - Led the successful migration of 15 critical APIs to PCF, representing a 30% increase in cloud-enabled APIs for the Developer Portal.
 - Conducted a comprehensive assessment of migration scope, identifying and prioritizing APIs responsible for 80% of Developer Portal traffic.
 - Defined and achieved key performance indicators (KPIs), including a 20% reduction in API response time and a 15% increase in API availability, aligning the migration with business objectives.
 - Collaborated closely with cross-functional teams, ensuring the migration project was completed 20% ahead of schedule, resulting in improved scalability and reliability for the Developer Portal's API ecosystem.

Senior Product Owner
PG&E San Francisco, CA

2015 – 2016

Redesign of online Bill Payment PGE mobile app, Data warehousing, Data analytics and Vendor Management

- Collaborated across divisions to contribute to the vision and strategy of PG&E billing and payment processes.
- Captured business requirements using Behavioral Driven Development (BDD) techniques for user stories and acceptance criteria.
- Prioritized user stories in the backlog based on KPI/Value impact, breaking down problems into smaller, actionable tickets.
- Acted as the primary resource for Scrum team inquiries, providing product details and clarifications.
- Monitored project progress against KPIs, conducting regular project reviews for continuous improvement.
- Collaborated with QA team to write test cases and managed bug tracking systems for high-quality product delivery.
- Developed SEO strategy for the PG&E residential portal segment.
- Proactively communicated with internal customers, delivering data-driven insights and recommendations.
- Analyzed project data and RLIs to identify areas for project time, cost, and quality improvement.

VSP Vision Service Plan , Ranchi Cordova, CA

- Redesign of Billing and Payment Process for Client Portal
- Redesign of Billing and Payment Process for Member Portal
- Redesign of VSP Global website
- Redesign of VSP Federal employee enrollment website
- Redesign of VSP Micro-Sites –AON Hewitt
- Redesign of VSP Wal-Mart, Cigna and MetLife websites
- Redesign of Claim processing flow on Eyefinity.com
- Redesign of Manage Membership on Client portal
- Redesign of Online Member Enrollment

EDUCATION

- Master of Business Administration (MBA) in marketing | Sharif University, Scholl Of Management Tehran, Iran
- Bachelor of Science (BS) in Soils Engineering, Finance | Tehran University, Iran
- Marketing Certificate | UC Berkeley

CERTIFICATIONS & CREDENTIALS

- Certified Scrum Master from Scrum Alliance
- Certified SAFe® Agile Product Manager
- Google Analytics “IQ” and “Mobile app” certified