

# Faizan Zafar

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A customer-focused Product Professional with a strong bias for action, passionate about interpreting and realizing customer needs, and working across functions of product and business, having 3+ years of experience across the SaaS industry.

## EXPERIENCE

- Product Manager** Apr. 2023 – Present  
*ATOSS*  
• Working as a PM for the *ATOSS Staff Efficiency Suite* (ASES).
- Product Manager** May. 2022 – Mar. 2023  
*NavVis*  
• Led a beta program for *NavVis Enterprise Cloud Processing* and *Person Blurring* features with 5 enterprise customers  
• Computed and monitored 8 vital metrics to measure the product engagement of *NavVis Reality Capture* products  
• Revamped the CRM Product Catalog containing 1000+ listings in order to boost sales efficiency
- Product Manager (Trainee)** Mar. 2021 – Apr 2022  
*Celonis*  
• Conceptualized feature specifications, gathered requirements, wrote user stories, and managed sprints for developing *Celonis EMS*  
• Resolved customers' issues with *Celonis EMS*, decreasing issue resolution time by 21% and improving overall customer satisfaction  
• Drove customers' migration from on-prem to cloud platform, increasing daily active users by 18%
- Graduate Student Researcher** Oct. 2019 – Mar. 2021  
*Cybernetics Lab @ RWTH*  
• Proposed and statistically analysed 2 novel technology acceptance frameworks in the contexts of e-commerce and care work  
• Designed fine-grained classification and clustering models on e-commerce and healthcare data
- Software Engineer** Jun. 2018 – Mar. 2019  
*CureMD Healthcare*  
• Worked in front-end development and maintenance of the appointment management module of the *CureMD* cloud-based solution  
• Implemented a core module on auditable events and tamper proofing, highly praised by an external certification team
- Research Intern** Sep. 2017 – May 2018  
*Speech and Language Technology Research Group @ NUST*  
• Configured and tested predictive models based on clinical data to accurately diagnose patients with Type 2 diabetes  
• Visualized comprehensive analytics of the clinical data to identify trends and insights

## SKILLS

- Product Management:** Market Research, Sprint and Backlog Management, Stakeholder Management, Roadmapping, Prioritization
- Product Stack:** Agile (Scrum, Kanban), Jira, Confluence, Salesforce, Dynamics 365, Asana, Miro, Figma
- Product Analytics:** PowerBI, Tableau, Excel, Celonis, Jupyter, Time Series Analysis, A/B Testing
- Data Stack:** Python (Pandas, Seaborn, Scikit-learn), SQL, PQL, RapidMiner, SPSS

## EDUCATION

- RWTH Aachen University** Aachen, Germany  
*M.Sc. Data Science*  
2019 – 2022
- National University of Sciences & Technology (NUST)** Islamabad, Pakistan  
*B.Eng. Software Engineering*  
2014 – 2018

## CERTIFICATIONS

- Product-led Certification by Pendo
- Product-Led Growth Micro-Certification (PLGM)<sup>™</sup> by Product School
- Product Analytics Micro-Certification (PAC)<sup>™</sup> by Product School
- Become a Product Manager by LinkedIn

## PROJECTS

- Investigating Quality Attributes and Best Practices of Microservices Architectures (MS Thesis)** Sep. 2021 – Apr. 2022  
• Created a structured catalogue of 239 design guidelines that are used for constructing Microservices Architectures  
• Proposed a Quality Model which structures and explains 70 quality characteristics that are relevant to Microservices Architectures
- Factors influencing the intention of caregivers to use digital technologies in outpatient care** Mar. 2021 – Oct. 2021  
• Developed a framework that outlines the factors influencing the intention of caregivers to use digital technologies in outpatient care

## LANGUAGES

- English:** Business Fluent
- German:** Intermediate Proficiency