Amir Mahdi Valeh

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About   1993, Punak - Tehran , Married

A Product Owner with 4+ years of professional experience, specializing in project management, Agile, Scrum, and product management. A proven track record of collaborating with cross-functional teams across all phases of the product life cycle. Skilled at creating user stories to drive product enhancements and feature development. Adroit at UI / UX analysis and design through user feedback. Familiar with SEM & SEO.

Skills:

Product strategy / Customer oriented design / Product design / UX A/B Testing / User journey Design / Product road mapping / Business-to-Business / SQL / Scrum / Product KPIs / Map Platforms / **Data analysis** (Google analytics, Clarity, Hotjar, Yandex , etc) / **Creative thinking**

Work experience:

❖ Product owner at Kadro Photography Marketplace

(2017-Present)
Startup(joined as cofounder), booking pre vetted photographers on-demand, marketplace for photographers to work and earn money on their free times.

- Increased successful booking rate by 2 times:
  50% of users couldn't choose a date for their booking so we made that step optional and let users finish the booking process and choose the date after talking to their photographer and then setting the date which doubled the bookings in 1 month.

- Increased revenue by 50%:
  There was high paying customers and low ones, the high ones would pay more for more professional photographers and the low ones less for photographers acceptable enough. By categorizing photographers with their past work experience in the market and assigning different prices to each category, both type of users found their desired service and price, which increased monthly revenue by 50%.

- Turned threat to opportunity:
  FATA police ordered us to not display **publicly** any portfolio of photographers containing women not wearing islamic hijab on our website. We came with the idea to send each portfolio with a limited viewing time in a **private** sms containing a time expiring link to the portfolio. The link contained vouchers which drove users to book faster than before. Not only didn't this problem effect out sales, but also helped to demonstrate our brand consideration to privacy more than before.

❖ *Product manager at Menochi*
(2016-2017)
Startup, self-ordering at restaurants, coffeeshops and foodcourts. Integrated cashier software, user web app, bank payment and push notification services
Ruby On Rails

- ❖ *Product owner at Goloram.*
  (2015-2016)
  Startup, IOT gadget for keeping flowers and gardens fresh and giving user instructions on watering, nutriate and positioning the plants, *Ruby On Rails*

- ❖ Full stack developer at Salamatyar.ir
  (2014-2015)
  National health-based social network, health information system services, front-end and back-end, *Ruby On Rails*

Other experiences:

- ❖ Design and Implementing web based subscription, payment and auto reminder app
- ❖ Design and Implementing 'TAHA Pouyesh' Company Website
- ❖ Design and Implementing 'Iran General Contractor Company' Website (2016)
- ❖ Design and Implementing 'Online lawyer finder' Platform
- ❖ Design and Implementing 'Ghasedak Book Institution' online shop

Education:

- ❖ Bachelor of Science in *Information Technology*

  University of Tehran, 2011 – 2016

- ❖ Diploma in Mathematics and Physics

  Nikan Cultural and Educational Center, 2007 – 2011.

Language skills:

Farsi (*Native*), English (*Fluent*), Arabic (*Familiar)*