

# Rabia Adil Shaikh

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Strategic and detail-oriented professional with expertise in business analysis, pre-sales, and project management for mobile and web apps. Skilled in client proposals, cross-functional collaboration, and translating requirements into actionable plans. Passionate about delivering impactful digital solutions.

## WORK EXPERIENCE

### **Intersys Ltd. • Karāchi, Sindh, Pakistan • May 2022 - Present**

**Business Analyst | Technical Presales Engineer | Technical Content Specialist (Mobile & Web App Development)**

- Collaborated with cross-functional teams — including sales, design, and engineering — to understand client requirements, conduct feasibility analysis, and propose tailored IT, mobile, and web app solutions aligned with delivery capabilities.
- Created detailed project documentation, including RFP/RFI responses, Scopes of Work (SoW), Business Requirement Documents (BRD), Functional Specification Documents (FSD), user stories, and acceptance criteria.
- Designed user flows, process diagrams, mind maps, and wireframes using **Miro, Microsoft Visio, Lucidchart, draw.io, Balsamiq, and Figma** to visualize system architecture and user journeys.
- Partnered with UI/UX teams to ideate mockups and prototypes, ensuring seamless alignment between user experience goals and functional requirements.

**Senior Executive - Technical Writer (Software Development | Mobile & Web App Development)**

- Acted as the bridge between business and technical stakeholders, ensuring clear communication, requirement alignment, and smooth execution throughout the project lifecycle.
- Conducted in-depth requirement gathering, gap analysis, and process mapping sessions to identify business pain points and define effective, scalable digital solutions.
- Developed persuasive **proposal decks, pre-sales content, and capability presentations** using PowerPoint and Canva for client demonstrations and business development pitches.

### **UNIT52 Pvt. Ltd. • Karāchi, Sindh, Pakistan • December 2020 - April 2022**

**Assistant Project Manager | Technical Writer (Software Development | Mobile & Web Application Development)**

- Create and manage end-to-end technical documentation including user guides, technical audits, API references, process flows, and developer-focused manuals; develop technical diagrams, schematics, and product proposals using MS Office and presentation tools.
- Produce high-quality content across multiple formats—technical blogs, creative product content, academic research, marketing collateral, and social media campaigns—ensuring accuracy, clarity, and audience alignment.
- Support project management through timeline tracking, task scheduling, Gantt charts, employee evaluations, and reporting using Microsoft Office and task management tools; coordinate campaign strategies for digital platforms like BIGO Ads and social media.

## PROJECTS

### **Sea Tow • May 2022 - Present**

Intersys Ltd

Commercial Sea Assistance For Boats, Transport & Towing

Mobile Application Development Project | Prototype: Figma (Sea Tow User + Sea Tow Captain)

### **WOW VIR • May 2022 - Present**

Intersys Ltd

Order & Delivery App (Flowers, Cakes, Chocolates, etc.)

Mobile Application Development Project | Prototype: Figma

### **JustKulture • May 2022 - Present**

Intersys Ltd

Social Interaction & Engagement Platform

Mobile Application Development Project | Prototype: Figma

## SKILLS

- Agile Methodologies & Frameworks (Scrum, Kanban)
- Business Case Development
- Business Requirement Documents (BRD)
- Demo System Features
- Expertise on MS Office tools (Excel, Word, PowerPoint)
- Flowcharting & Mind Mapping tools (Miro, Microsoft Visio, Lucidchart, draw.io)
- Functional Requirement Documents (FRD)
- Functional Requirement Specification (FRS)
- Functional Specification Documents (FSD)
- Gap Analysis
- Marketing Collateral, Solution Briefs & Capability Decks
- Mobile App Case Studies
- Pitch-Decks, Feasibility Studies
- Prepare Demo Scripts
- Pre-sales documentation
- Presentation Designs (PowerPoint, Canva)
- Project Management tools (Jira, Trello, Confluence, etc.)
- Proof of Concepts (POCs) Development
- RFP/RFI responses
- Scope of Work (SoWs)
- Success Metrics, KPIs
- Test scenarios/cases for functionality verification
- Training-Decks
- User Guides
- User Story Writing
- Waterfall Methodology (SDLC)
- Wireframing & Mock-up tools (Adobe XD, Figma, Balsamiq)
- Workflows

## EDUCATION

### **B.Eng. (Hons.) in Electrical and Electronic Engineering**

Heriot-Watt University

Dubai, UAE

GPA: CGPA: 3.92

September 2015 - May 2019