Atiq Israk

Product Manager

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Objective

Forward-thinking Product Manager with 5+ years of experience translating customer needs into profitable, user-centric solutions. Skilled in **product pricing**, **business strategy**, and **go-to-market planning**. Adept at defining user journeys, managing complex roadmaps, and balancing **revenue vs. cost** to align with business goals. Track record includes a 160% boost in revenue through AI-driven customer engagement and $60k in cost savings via process automation. Seeking to leverage strong leadership, data-driven decision-making, and Agile expertise to deliver high-impact digital products and mentor cross-functional teams.

Experience

Webable Digital | Product Manager

June 2023 – Present

- Develop the **product vision and strategy**, aligning user journey optimization, pricing, and feature sets with the company's broader objectives.

- Oversee **go-to-market (GTM)** execution and marketing campaign planning, achieving a 20% increase in new user acquisition within six months.

- Partner with leadership on **revenue vs. cost** analyses, ensuring product portfolios achieve profitability and sustainable growth metrics.

- Launch and manage **MAVE CMS** (SaaS, MACH architecture) and **MAVE LMS**, reducing operational overhead by 20% through strategic cost controls and efficient cloud resource usage.

- Drive cross-functional collaboration using **Lean Product Development** and Agile methods, elevating team productivity by 30% while retaining high engineering quality.

Recent Projects:

- **MAVE CMS (SaaS | API-First | MACH)**
  Spearheaded the strategic and technical blueprint for an enterprise-grade headless CMS. Negotiated requirements with stakeholders to align product capabilities with market demand, and integrated microservices, GraphQL APIs, and CI/CD pipelines on AWS. Shortened deployment cycles by 30%, enabling faster custom solutions and scalability.

- **Asset IQ (RFID-based Asset Management System)**
  Drove vision, strategy, and delivery of an enterprise RFID asset management platform for real-time tracking and lifecycle monitoring. Coordinated cross-functional teams to launch modules for asset onboarding, depreciation, maintenance, and compliance. Customized analytics dashboards for banks and NGOs, enabling audit-readiness, loss detection, and regulatory compliance across secure, scalable infrastructure.

- **Aranya (Fastest E-Commerce Platform)**
  Led product discovery, user journey mapping, and release cycles for a NextJS-Redux platform. Collaborated with UI/UX designers to reduce friction points and improve site load times by 35%. Introduced a phased rollout approach to manage risk and smooth stakeholder adoption, resulting in a 20% increase in conversions.

- **UHL (Dynamic Hospital Management System)**
  Guided product requirements for digitizing patient pathways, from scheduling appointments to accessing reports. Streamlined real-time notifications and integrated secure record-keeping, boosting operational efficiency by 40%. Conducted user acceptance testing with medical staff to refine workflows and enhance service delivery.

Navana Group | Technical Project Manager, Product & Engineering

August 2020 – March 2023

- Oversaw a suite of AI-driven chatbot projects and digital transformation initiatives, unifying cross-departmental collaboration (Finance, Sales, IT) to launch products on time and within budget.

- Delivered $20K+ in annual cost savings by optimizing containerized deployments (Docker) and implementing AWS best practices.

- Strengthened product vision by working with senior management to prioritize business strategies, leading to consecutive Best Employer awards for culture and collaboration.

Recent Projects:

- **Gloria Jean's Coffees Bangladesh (E-Commerce)**
  Drove the implementation of server load balancing, front-end enhancements, and process automation that collectively boosted sales by 27%. Redesigned user flow to reduce checkout friction and accelerate client onboarding by 170%.

- **NAVBOT (AI CRM Chatbot)**
  Conceptualized and rolled out an AI-powered CRM chatbot targeting restaurants and vehicle servicing. Automated reservation and service request workflows, significantly cutting response times and improving the user satisfaction index.

TechCare Inc. | Frontend Web Developer

February 2019 – July 2020

- Developed and productized 120+ web templates using React/NextJS, amassing 863,000+ global downloads and over 430,000 purchases.

- Leveraged Lottiefiles & GSAP to create interactive experiences, increasing template conversion rates by 27% and scaling the user base by 170%.

Education

- **European Business Management Academy** – MBA, Business Administration and Management (2024)

- **University of Dhaka** – ACMP, Institute of Business Administration (2025)

- **Southeast University** – BSc in Computer Science and Engineering (2019)

- **Notre Dame College** – Science (2015)

Certifications

- **Design Thinking** – Microsoft & PMI (2023)

- **Technical Project Management** – PMI & Microsoft (2023)

- **Agile Software Development** – LinkedIn (2023)

References

Syed Yousuf Quadry
Product Manager
Grameen Digital Healthcare Solutions

Abu Saem, FCA
Finance Director
Banglalink Digital