



ATIQ ISRAK

Product Manager

+8801701893882 • atiqisrak@gmail.com • linkedin.com/in/atiqisrak • Gulshan-1, Dhaka, Bangladesh

Summary

Product Manager with over six years of experience delivering user-centric, profitable products by translating customer needs into innovative solutions. Specializing in pricing, business strategy, and go-to-market execution, I drive impactful outcomes, including 160% revenue growth through AI-driven engagement and \$60K in annual cost savings via automation. Proficient in Agile, Lean, and data-driven methodologies, I excel at prioritizing roadmaps and fostering cross-functional collaboration to achieve business goals.

Experience

Ether Technologies Product Manager	Dhaka, Bangladesh 06/2023 - Present
A digital product company specializing in innovative software solutions	
<ul style="list-style-type: none">Defined product vision and strategy, aligning customer journeys, pricing, and features with business goalsLed go-to-market execution, achieving 20% increase in user acquisition within 6 monthsConducted revenue-cost analyses to ensure portfolio profitability and sustainable growthLaunched MAVE CMS (SaaS, MACH) and Asset IQ, reducing operational costs by 20% via cloud optimizationDrove cross-functional delivery with Agile and Lean practices, improving team throughput by 30%	
Navana Group Technical Project Manager, Product & Engineering	Dhaka, Bangladesh 08/2020 - 03/2023
A leading enterprise involved in various industries including automotive and finance	
<ul style="list-style-type: none">Oversaw AI-driven chatbot and digital transformation in Finance, Sales, and IT, saving \$20K+ annuallyOptimized Docker deployments and AWS practices, saving \$20K+ annuallyCollaborated with leadership on product prioritization, enhancing strategy and culture	
TechCare Inc Frontend Web Developer	Dhaka, Bangladesh 02/2019 - 07/2020
A tech company focused on web development and software solutions	
<ul style="list-style-type: none">Built 120+ React/Next.js templates, achieving 863K+ downloads and 430K+ purchasesUsed Lottie Files and GSAP for interactive experiences, boosting conversions by 27% and user base by 170%	

Education

European Business Management Academy MBA	Bangladesh 09/2023 - 06/2024
University of Dhaka (IBA) ACMP	Bangladesh 06/2024 - 05/2025
Southeast University Bachelor of Science	Bangladesh 01/2015 - 12/2019

Key Achievements

- ♥ **Revenue Growth & Cost Savings**
Achieved 160% revenue growth via AI-driven engagement and \$60K annual savings through automation

Skills

Agile · AWS · CRM · Docker · E-Commerce · Git · Google Analytics · Google Tag Manager · GraphQL · GSAP · JIRA · Linux · Next.js · PMI · PostgreSQL · React · Redux · RFID · Scrum · Tag Manager · Vercel · Microservices · Blueprint · Gmail · Load Balancing · AB Testing

Projects

MAVE CMS

A cloud-based content management system enhancing user experience

- Orchestrated blueprint, integrated microservices, GraphQL, and CI/CD on AWS, reducing deployment cycles by 30%

Asset IQ

An RFID-based asset management solution

- Defined vision for real-time asset tracking, delivered modules for onboarding, depreciation, maintenance, and compliance

Jungle

An e-commerce platform providing a seamless shopping experience

- Directed releases on Next.js and Redux, improved load times by 35%, increased conversions by 20%

UHL

A hospital management system improving clinical processes

- Digitized patient pathways, streamlined notifications and records, boosting efficiency by 40%

Gloria Jeans Coffees

An e-commerce solution enhancing user shopping experience

- Implemented load balancing and automation, increased sales by 27%, reduced checkout friction by 170%

NAVBOT

AI-powered CRM chatbot enhancing customer interactions

- Launched CRM automation for restaurants and vehicle servicing, improving response times and satisfaction