

ASIF AMIN

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Certified Scrum Product Owner certified professional with 10.6 years of experience, including extensive expertise in managing product lifecycles and delivering customer-centric solutions. Adept at defining product vision, prioritizing backlogs, and leading cross-functional Agile teams to deliver high-value features. Skilled in stakeholder collaboration, gathering and refining requirements, and ensuring alignment with business objectives. Proficient in tools like Jira, Confluence, Axure RP and Figma, with a strong focus on UI/UX principles and user experience design. Experienced in presales consulting, bridging client needs with technical solutions to drive business success

AREA OF EXPERTISE

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|-------------------------|--------------------------|--------------------------|---------------------|
| ○ Product Lifecycle | ○ Stakeholder Management | ○ Mobile & Web Apps | ○ Rapid Prototyping |
| ○ Requirement Gathering | ○ Agile Methodologies | ○ User story creation | ○ JIRA/Confluence |
| ○ Solution Consulting | ○ Proposal Development | ○ Project Discovery | ○ B2B/B2C SaaS |
| ○ Cross-Functional | ○ Product Road mapping | ○ Backlog Prioritization | ○ UX Solutions |

PROFESSIONAL EXPERIENCE

Senior Manager - Product | Successive Technologies Pvt Ltd, Noida, India

Jun 2023 – Present

- Managed global web presence for a B2B technology firm, ensuring consistent branding, localization, and alignment with business goals across regional sites.
- Owned digital project roadmaps and led cross-functional teams to deliver high-value features, ensuring alignment with Agile principles and sprint objectives.
- Defined project requirements and collaborated with designers using tools like Figma and Axure RP to create intuitive, user-centric digital experiences.
Prioritized and refined product backlogs in Jira, facilitating collaboration between development teams and stakeholders to ensure timely delivery.
- Tracked project performance through KPIs and coordinated with internal and external teams to maintain quality, meet deadlines, and stay within the budget.

Product Owner | Siegwark Druckfarben AG & Co. KGaA, Gurgaon, India

Apr 2022 – Jun 2023

- Directed global website management for a B2C services platform, ensuring alignment with strategic goals, cohesive user experiences, and localization for international audiences.
- Owned the roadmap and backlog for a B2C digital project, defining requirements, prioritizing user stories, and leading sprint planning using Jira and Confluence.
- Collaborated with cross-functional teams in Figma and Storybook to deliver user-centric designs, ensuring seamless integration of branding and functionality.
- Oversaw project execution by managing external vendors, negotiating contracts, and ensuring high-quality deliverables within budget and timelines.
- Tracked and analyzed key performance indicators, facilitating data-driven decisions to enhance user satisfaction and project outcomes.

Senior Product Owner | Daffodil Software - Gurgaon, India

Oct 2019– Mar 2022

- Gathered requirements and feedback from customers, users, and market trends to iterate on the product roadmap and enhance product features continually.
- Collaborated with stakeholders (clinical operations, administrators, patients) to gather and prioritize product requirements based on user needs and business goals.

- Prioritized features and enhancements based on ROI, customer impact, and strategic goals while considering healthcare regulations (e.g., HIPAA compliance).
- Created dynamic wireframes for a user-centered approach to ensure products are intuitive and meet the unique needs of healthcare professionals and patients.

Business Analyst – Product | Icreon Communications, Noida, India

Jul 2017 – Oct 2019

- Led the solution's vision, roadmap, and backlog development, guiding the SaaS projects through its lifecycle.
- Translated features into detailed user stories, aligning the backlog with stakeholder objectives.
- Collaborated with stakeholders to turn business challenges into actionable user stories, speeding up development.
- Used Axure RP for wireframes, improving clarity for clients and developers, and fostered strong IT and product leadership relationships.

Software Engineer | Capgemini, Gurgaon, India

Jun 2014 - Jul 2017

- Expertly applied Java, JavaScript, HTML, CSS and SQL in software development initiatives, significantly enhancing application functionality and user experience.
- Led engaging and productive dialogues with business leaders to clearly define application requirements, adeptly translating their vision into precise and actionable development tasks.
- Performed comprehensive Ad-Hoc Analysis to meticulously uncover and understand critical project requirements, ensuring their accurate interpretation and implementation by development teams.
- Diligently maintained comprehensive and current requirement documentation, fostering clear communication and ensuring alignment among all project stakeholders.

EDUCATION

SRM University, India | Bachelor of Technology in Electrical and Electronics

Jul 2010 - May 2014

PROJECTS (Few considerations)

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| ○ FlyDubai (Aviation - BookingHub) | ○ Growers (Food – Agritech) |
| ○ Acuity Eye Clinic (Healthcare – EMR) | ○ Royal Mail Group (Logistics – Track & Trace) |
| ○ Freight Centre (Logistics – CargoHub) | ○ Client Reporting (Fintech – Reporting Hub) |

CERTIFICATIONS

- Google Project Management
- CSPO (Certified Scrum Product Owner)
- IBM Product Management
- Demystifying ISO 20022 and SWIFT MX Messages: Fintech
- HIPAAA Training

ACCOMPLISHMENTS

- Successfully launched multiple B2B SaaS products, achieving market penetration and driving business growth.
- Received the Employee of the Month Award **3** times at Daffodil Software for consistent outstanding performance and dedication. (Daffodil Software)
- Contributed significantly to the team's success, resulting in being honored with the Team of the Year Award at Daffodil Software.
- Recognized as the Best Newcomer for outstanding performance and rapid integration into the company culture. (Siegwerk)