ZAMZAM ALI

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EXPERIENCE

BACK MARKET - PARIS, FRANCE

Junior Consultant **2024**

Spearheaded software solutions via multiple feature proposals to enhance product experience and circularity.
- Proposed 2 mobile app feature deployments across US market, driving an expected 20% increase in customer satisfaction.
- With the US General Manager's guidance, I created an automated IMEI code collection method to streamline trade in.
- Led product roadmap for a peer-to-peer marketplace, with virtual quality control and effective supply chain management.
- From field research of competitor companies; I initiated a donation component proposal within an app experience along with an associated gamification feature, and designed a B2B framework from ideation to iteration.

ZIYAD TECH LTD - LONDON, ENGLAND

Drove impact projects from ideation to execution in a scaleup software consultancy firm, aligning initiatives to business maturity.

Technical Solutions Manager **2022-2024**

- Managed the accounts of all client companies, and increased client portfolio by 75% in my first 3 months.
- Led entire product development lifecycle, consistently creating product vision from ideation to iteration.
- Launched 10+ features across 5 different industries for our client companies.

Software Engineer **2021-2022**

- Designed and deployed software platforms for risk assessment, client account management, and inventory management.
- Built software optimization programs for data recovery and reducing redundancy.
- Promoted to Technical Solutions Manager.

LANESA PHARMA - NAIROBI, KENYA

Web Engineer **2023**

- Single handedly launched the company's web application.
- Created the company's design palette and color scheme.
- Spearheaded ecommerce platform launch for pharmaceutical products.

AYRES ORIGINALS- LONDON, ENGLAND

Shopify Developer **2022**

- Shipped entire e-commerce platform for mobile and app users that increased DAU (daily active users) by 15%.
- Integrated third-party apps and payment gateways to enhance functionality.
- Conducted SEO activities for the company's target demographic.

MOUNTAIN SLOPES INTERNATIONAL - REMOTE

Developed data platforms and digital products for the company's operational needs.

Senior Web Developer **2021**

- Led a three-member engineering team to launch the company's applications.
- Enhanced launch efficiency through research & data analysis, feature testing, and product iteration timelines.

Web Developer **2020-2021**

- Crafted user-centric interfaces by blending UX and UI principles to boost engagement.
- Collaborated with cross-functional teams—Product Managers, designers, CRM specialists.
- Implemented backend principles and REST architecture for seamless integration.

EDUCATION

THE AMERICAN BUSINESS SCHOOL OF PARIS **2023-2024**

Bachelor of Business Administration

UNITED STATES INTERNATIONAL UNIVERSITY AFRICA **2020-2023**

Bachelor of Arts in International Relations

MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT) **2024**

Masters-MicroMasters in Statistics and Data Science

CERTIFICATIONS

✶ HARVARD UNIVERSITY Introduction to Computer Science ✶ UDEMY The Complete Full-Stack Web Development Bootcamp