

# Faizaan Shaikh

## Product Manager

I am a passionate catalyst and competent executor with an entrepreneurial spirit. I am a collaborative, methodical, and process-oriented team-member with more than 3 years of professional experience. I am in continuous learning mode (constant beta) and I love to gravitate my academic learnings into professional engagements.

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### WORK EXPERIENCE

 **Web & Desktop Application Assistant**  
Registrar Office, McMaster University  
01 / 2020 – Present


Hamilton, ON

#### Responsibilities:

- + Adopt and optimise ways of task execution to escalate staff efficiency in the registrar's office. Design and prepare program code for the website/desktop to ensure appropriate accuracy and monitor efficient functionality with University standards.
- + Assist University Technology Services (UTS) to fast-track digital transformation during the pandemic outbreak.

#### Key Achievements:

- + Fielded staff complaints and issues, with **+90% of issues resolved** to staff satisfaction.

 **Co-Founder and Technical Lead**  
TaleTeller  
10 / 2019 – Present


Hamilton, ON

#### Responsibilities:

- + Conducted product ideation, research including pre-product and post-product interviews with customers to identify problem areas and to get feedback. Initiated and received feedback from more than **150** potential customers through surveys and customer interviews.
- + Designed and developed an end to end platform to connect writers with potential customers who have a desire to write their life stories **in just three months**. Developed and implemented an AI chatbot to absorb user stories/experiences about different stages of life.
- + Define KPIs, deliverables, timeline, budgets, milestones for MVP development.
- + Implemented marketing strategies leading to potential customers thereby increasing the conversion rate by **60%**. Conducted deeper and thorough competitive analysis to isolate sustainable competitive advantage.

#### Key Achievements:

- + Appropriately utilised the **\$10,000 funds raised** from SEPT Merit funding for extensive market research.
- + Drove the product launch initiative across the website and social media; achieved a **35% monthly increase** in customer reach.

 **Associate Product Manager - Technical**  
Buymaxo Online Private Limited  
08 / 2017 – 07 / 2019


Pune, India

#### Responsibilities:

- + Collaborated cross-functionality with technical and business team including design to identify new/improved features and thereby enhance the customer experience. Develop elegant user interface through a customer-focused approach in building front-end software using Agile methodologies
- + Interacted and engaged with consumers and was involved with technical support teams in understanding the needs of the consumers. Assisted in prioritising and estimating new features and improvements into the product.
- + Collaborated with designers, developers, and product owners regularly to avail interactive and scalable website. Leverage A/B testing, user research and data analytics to identify measurement methods to improve performance.

#### Key Achievements:

- + Aligned existing e-commerce framework with expansion initiative; resulting in a **45% increase in website traffic** and **generating a 12% increase in monthly revenue**.

 **Co-Founder**  
AdventureSquare  
5 / 2016 – 08 / 2017

Pune, India

#### Responsibilities:

- + Articulated solution that alleviates customer pain while planning an adventure trip. Identify target customers and conducted extensive primary research with more than **200 adventurers** to identify the right product-market fit.
- + Implemented Lean strategies from the very start and follow the concept of continuous improvement throughout. Handled a team of **10 people** including content influencers and designers. Identified core technology to implement the solution.
- + Developed and executed marketing and sales strategies to better portrait the product and reach the target audience.

#### Key Achievements:

- + Successfully organised more than **30 adventure trips** with well-known trip organisers using AdventureSquare.
- + Successfully raised **50,000 INR from University Grants and Competition Prizes**.

### SKILLS

Product Management Market Research

Team Management Product Launch

Product Marketing Lean Management Process

Competitive Analysis User Experience

Continuous Improvement Market Strategy

Agile Methodology Project Management

#### Tech Stack

MS Office Jira IBM Watson Assistant

Google Analytics MySQL WordPress

C Python AngularJS HTML CSS/LESS

### EDUCATION

#### Master of Engineering in Entrepreneurship and Innovation

McMaster University, Canada  
2019 – Present

#### Graduate Diploma in Water Without Borders, Social Sciences

United Nations University - Institute for Water, Environment and Health (UNU-INWEH), Canada  
2019 – 2020

#### Bachelor of Engineering in Computer Science

Pune University, India  
2013 – 2017

### MOST PROUD OF

- + **“Record Project Delivery”**, facilitated complete product development of the MVP for TaleTeller in just three months.
- + Awarded with **“Employee of the Month”** by Buymaxo Online Private Limited
- + Awarded with **“First Prize”** in Network Category for final-year project at Impetus and Concepts
- + Awarded with **“Special Prize”** and Direct placement for outstanding final-year project by Velotio Technologies.

### EXTRACURRICULAR

- + International Website Contest Co-ordinator, IEEE R-10 Student activities Committee, Asia-Pacific
- + Researcher: Drought Early Warning Systems [DEWS], United Nations, Lima, Peru
- + Committee member of Information Technology Student Advisory Committee (ITSAC), McMaster University

### LANGUAGES

#### English

Full Professional Proficiency

#### Urdu and Hindi

Native or Bilingual Proficiency

#### Marathi

Professional Working Proficiency