

Ayesha Ahmed

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PROFESSIONAL SUMMARY

Passionate about leveraging technology and strategic insights to develop and implement solutions that deliver meaningful outcomes. Skilled in managing digital products, leading cross-functional teams, and ensuring seamless execution of complex projects.

SKILLS

Product Roadmap Development
Cross-Functional Collaboration
Market Research
Customer Requirement Gathering

KPI tracking
Strategy Development
Industry Knowledge
User Acceptance Testing (UAT)

EXPERIENCE

HBL

June. 2024 – Present

Manager – Process Transformation

Karachi, PK

- Spearheaded the redesign of customer journeys to enhance user experience and foster customer loyalty.
- Integrated digital tools to streamline processes, boost efficiency, and ensure operational excellence.
- Executed comprehensive change management plans to facilitate smooth transitions and minimize disruptions.
- Collaborated with stakeholders to support technology and business teams in delivering projects, ensuring alignment and informed decision-making.
- Delivered key projects, including enhancements to RAAST P2P CRPL, Civil Servant KYC, Remittance One Window, and cheque book issuance via call center.
- Prepared and presented comprehensive reports and proposals for higher management committees.

HabibMetro Bank

Feb. 2022 – June. 2024

Assistant Product Manager – Digital Platforms

Karachi, PK

- Spearheaded the launch and continuous improvement of the mobile app, increasing daily subscriptions by 150% through effective collaboration with branch staff.
- Successfully implemented BPRD Circular 4 on the mobile app, ensuring compliance & enhanced functionality.
- Developed and executed strategies to boost digital platform usage and expand the customer base.
- Worked closely with technical teams to enhance Mobile App functionality through continuous transformation.
- Partnered with the marketing department to create and launch campaigns that promoted digital platforms and drove customer engagement

Al Baraka Bank (Pakistan)

March. 2019 – Jan. 2022

Assistant Manager – Digital Banking

Karachi, PK

- Developed the bank's digital transformation strategy and formulated business plans to align with it.
- Conducted user acceptance testing for Tab Banking, Digital Onboarding, and Web/App platforms.
- Created updates and progress reports on digital banking initiatives for top management review.

Taurus Securities

Nov. 2018 – March. 2019

Investment Analyst

Karachi, PK

First Capital Equities

Dec. 2017 – July. 2018

Investment Analyst

Karachi, PK

EDUCATION

Lahore School of Management Science (LUMS)

Ongoing

MS – Technology Management and Entrepreneurship

Institute of Business Administration (IBA)

2017

BBA – Business Administration
