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Summary

Over 5 years of product management experience has been gained across fintech, e-commerce, and emerging technologies, with an emphasis on aligning business objectives and user needs through data-informed decisions. Agile and Scrum practices have been applied to streamline delivery and strengthen collaboration, supported by expertise in Jira administration, SQL, and UI/UX design. Roadmaps have been shaped from strategy through execution, balancing analytical rigor with user experience to deliver scalable products. A consistent focus has been placed on measurable outcomes (e.g., 50% cycle-time reduction), constructive teamwork, and high-quality delivery in diverse environments.

Experiences

Asa - Stock brokerage (5M+ active users), Product Manager

2023 – 2024

- Led six Agile teams to ship customer-facing data products (dashboards for 5M+ users), cutting time-to-market $\approx 20\%$ QoQ through end-to-end planning and delivery.
- Standardized Jira workflows and reporting, delivering a one-time $\approx 50\%$ reduction in development cycle time and $\approx \text{AED } 1.6\text{M}$ cost savings; improved OKR attainment via transparent processes.
- Built eazyBI dashboards and Jira automations to streamline ceremonies and cross-team visibility, enhancing sprint predictability and collaboration.
- Designed Business Models for Database, BI, and Data Analysis teams; aligned features with company objectives and user feedback, achieving 95% on-time releases and $\approx \text{AED } 6.5\text{M}/\text{year}$ revenue impact.
- Partnered with the education team to create technical lessons, reducing conflicts and sharpening engineering focus.
- Facilitated agile PODs and scrum teams backlog grooming, planning, and reviews; raised sprint-goal attainment $\approx 25\%$.

Digikala - Largest e-commerce in MENA (41M+ active users), Product Manager

2022 – 2023

- Directed 10 squads (finance, website, marketing, BI) to deliver data products for 41M+ users, stabilizing cash flow and driving 472% growth in credit purchases.
- Automated BI workflows, cutting report generation time $\approx 30\%$ and saving $\approx \text{AED } 100\text{K}/\text{year}$.
- Optimized Jira processes and team rituals, lifting OKR outcomes $\approx 40\%$ and increasing sprint throughput.
- Managed Product backlogs enabling 182K users to access installment payments; scaled BNPL transactions $\approx 566\%$.
- Delivered checkout and gift card; A/B tests lifted checkout conversion $\approx 2.5\times$ and customer satisfaction to $\approx 90\%$.
- Developed the BNPL business model with GoInnovation, supporting scale-up and onboarding 182K customers.

- [Digikala Annual Report 2022–2023](#)

In-House - US-based Glassdoor alternative, Associate Product Manager

2021 – 2022

- Established a unified design system, accelerating development $\approx 30\%$ and reducing onboarding time $\approx 25\%$.
- Raised engagement $\approx 25\%$ by optimizing flows and prototypes validated via A/B testing.
- Partnered with UX to refine features, securing $\approx 90\%$ stakeholder approval on design iterations.
- Prioritized backlog items and coordinated feature planning, shortening lead time $\approx 20\%$.

Avistopia - EdTech startup, Co-Founder

2019 – 2021

- Designed and launched the website for 3.5K+ users; generated \approx AED 200K/year through responsive UX.
- Released the MVP two months early by applying Scrum, accelerating feedback cycles.
- Standardized UI patterns for EdTech products, reducing iteration cycles $\approx 25\%$ and improving engineering alignment.
- Validated prototypes with stakeholders through iterative testing, reaching $\approx 85\%$ user satisfaction.
- Enhanced navigation and accessibility features, increasing retention $\approx 15\%$ across active learners.

Skills

PM. Business Model Design · Jira · Atlassian · Mentoring · Negotiating · Agile · Scrum · Strategic Planning · Solution Providing · A/B Testing · Prototyping · Wireframing · Data Analysis · Data-Driven Decision Making · Market Research · Product Roadmapping · User Story Mapping · Customer Journey Optimization · Go-to-Market Strategy · KPI Definition

Tech. Git · SQL · Linux · Python · UI/UX · Google Analytics · XP · CI/CD Practices · Blockchain · AI/ML · Data Mining

Languages. Persian · English · Turkish · Arabic

Education

M. Sc. Shahid Beheshti University, Computer Science

2022 – 2024

B. Sc. University of Tehran, Mathematics

2017 – 2022

Certification

PSPO™, [Scrum.org](#) · **CSPO®**, [Scrum Alliance](#) · **PSM™**, [Scrum.org](#) · **PSC™**, [Product School](#)

Product Analytics, [Pendo.io](#) · **SQL**, [Datacamp](#) · **Python**, [Datacamp](#) · **Tableau**, [Datacamp](#)