

Mohammadreza Hassani

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Summary

Results-driven Product Growth professional with over 5 years of experience in software engineering and fintech, delivering data-driven solutions for MENA's leading e-commerce platform, Digikala (41M+ active users). Skilled in SQL, A/B testing, and quantitative analysis, I specialize in crafting strategies that optimize user funnels and drive business growth. Experienced in building business dashboards from a developer's perspective, translating complex data into actionable insights that align with business goals. Certified in Pendo.io and mentored by global product leaders, I am passionate about leveraging technology to enhance user experiences and eager to contribute my analytical expertise and collaborative mindset to Bayut & dubizzle's mission of empowering millions in the UAE.

Skills

Product Discovery. Data-Driven Strategy • Experimentation • BI Dashboards • Product Analytics • User Insights

Product Definition. OKR Formulation • Prioritization Frameworks

Product Development. Engineering Collaboration • Microservices Architecture • Scalable Systems

Product Launch. Experiment Analysis • Stakeholder Alignment

Growth & Iteration. Funnel Optimization • Technology Integration

Experiences

NinjaGaming , Software Engineer (Gaming & Fintech)	Dubai
<ul style="list-style-type: none">Boosted conversion rates 20% and cut disputes 30% with SQL-optimized payment funnels.Increased revenue per user 12% via A/B-tested dynamic pricing.Defined KPIs and visualized data to align fintech features with growth.	2025 – present
United Future , Software Engineer (Gaming & Fintech)	Dubai
<ul style="list-style-type: none">Built real-time analytics system with gRPC, Kafka, and ClickHouse for 70+ reports.Reduced license processing time by one week with SQL optimizations.Ensured 99.999% uptime with scalable PostgreSQL and ClickHouse databases.	2024 – 2025
Digikala , Fintech Engineer	Tehran
<ul style="list-style-type: none">Raised weekly sales by 616K AED with A/B-tested discount system for 41M+ users.Cut invoicing retrieval time by 50ms with centralized SQL databases.Saved 244K AED annually by refactoring invoicing for tax compliance.	2021 – 2024
DMOND Startup Accelerator , Product Engineer	Tehran
<ul style="list-style-type: none">Migrated LMS to Python/Django, cutting server load 30% and response time 25%.Reduced course completion time 20% with A/B-tested feedback loop.Secured stakeholder buy-in with SQL-driven KPI analytics and visualizations.	2019 – 2021

Education

B. Sc. University of Tehran , Computer Science	2017 – 2022
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Certification

Product Management Basics, [Pendo.io](#) 

Product Discovery, [Pendo.io](#) 