Maimoona Iqbal

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Profile

Dynamic and results-oriented professional with extensive experience in product management, project coordination, and technical interface roles. Strong analytical and problem-solving skills with a commitment to continuous improvement and professional development. Effective communicator with a track record of collaborating with diverse stakeholders to achieve project goals and exceed customer expectations.

Experience

Aug 2022 – Sep 2023 **Product Management Working Student**

HARMAN International, Karlsbad, Baden-Württemberg, Germany

- Performed user acceptance and usability testing to ensure infotainment features met stakeholder requirements and delivered exceptional functionality and performance.
- Utilized SDKs, Figma, and Android Studio to test infotainment features in a simulated digital cockpit environment.
- Prepared presentations and a fully functional test bench to effectively demonstrate the capabilities of the digital cockpit domain controller to potential customers.
- Collaborated across teams to identify, troubleshoot, and document product issues, ensuring transparent progress tracking and efficient resolution.
- Translated user requirements into actionable user stories, ensuring product development directly addressed user needs and aligned with the overall product vision.
- Conducted comprehensive market research for the digital cockpit domain controller and associated infotainment features (3D HMI, ADAS).
- Leveraged TAM, SAM, and SOM analyses to forecast future sales potential and estimate domain controller costs.

Jan 2006 – Nov 2009 **Operations Engineer**

Pakistan Telecommunication Company Limited (PTCL) Islamabad, Pakistan

- Controlled, monitored, and maintained telecommunication networks providing landline, broadband, and VoIP services.
- Directed and executed corrective and preventive system maintenance plans, diagnosed network problems, analyzed root causes, and implemented solutions to restore functionality, working closely with all internal and external stakeholders.
- Analyzed network performance metrics, identified areas for improvement, implemented network optimization strategies to prioritize critical traffic, and ensured overall network efficiency.
- Successfully managed three sub-projects for the extension of large-scale network infrastructures, taking service requirements and operational needs into account, resulting in 5% more customer acquisition.
- Led a team of 8+ engineers and technicians as a looking-after senior engineer for one year and managed five network entities.

Education

Sep 2020 – Oct 2023 **MBA in International Business Management**

Ludwigshafen University of Business and Society, Ludwigshafen am Rhein, Germany. **(1,4)**

Oct 2010 – Oct 2013 **Masters in Electrical Engineering and Information Technology**

Karlsruhe Institute of Technology KIT, Karlsruhe, Germany. **(1,9)**

Jan 2002 – Nov 2005 **Bachelors in Electrical Engineering**

University of Engineering and Technology Taxila, Pakistan. **(86 %, Honors)**

Freelance Projects

Jan 2024 – Present

Market Research and Data Analysis for Lead Generation
- Conducted comprehensive market research to identify potential leads.
- Analyzed data to generate actionable insights and strategies for client acquisition.

Market Price Analysis for Material Manufacturing Firm
- Analyzed competitors' pricing strategies to adjust the company's pricing strategy for improved profitability.
- Developed a dynamic spreadsheet to track and compare prices.

Project Planning and Scheduling for Office Relocation
- Developed a project plan for the relocation and construction of a new office building.
- Created and managed a Gantt chart to ensure timely project completion.

UX/UI Design for E-commerce Website
- Designed mockups and wireframes in Figma to create interactive prototypes.
- Conducted user research to inform design decisions.

Certificates

Jan 2024

Overview of Automotive SPICE
Coursera

Jun 2024

Google Project Management Certificate
Coursera

Skills

Technical Skills
- SQL, HTML, CSS, Figma, Android Studio, Qlik, Power BI, Microsoft Office Suite, Jira, Confluence, Trello, Asana, Monday.com

Core Skills
- Market and User Research, Leads Generation, Data Analytics, Project Management Methodologies (Waterfall, Agile, Scrum, Kanban), Planning, Scheduling, Budgeting, Reporting, Change Management, Quality Management, Risk Management, Stakeholder Management, UX/UI Product Design, Product Roadmap

Soft Skills
- Communication, Teamwork, Analytical Thinking, Problem-solving, Strategic Planning

Others

Languages
- English (C2 / Bilingual)
- German (A2 / B1)

Mobility
- Driving License (B)