

Please note that this is a general CV and may not contain all role-specific details, for a more specific version please contact me through email.

# Maryam Akhyani

## Product Manager | UX Researcher | Designer

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### PROFESSIONAL SUMMARY

I'm a **Product Manager and UX professional** with a foundation in **Architecture and Design Thinking**, passionate about creating digital products that bridge design intuition with data-driven strategy.

Over the past **5+ years**, I've delivered measurable product outcomes—leading feature launches, optimizing conversion funnels, and aligning multidisciplinary teams around customer-centric goals.

My experience spans **logistics, mapping, SaaS, and platform UX**, where I've built scalable products through close collaboration with engineers, designers, and data teams. I thrive in spaces where technology, creativity, and human behavior intersect.

### PROFESSIONAL EXPERIENCE

#### Product Manager [Hybrid]

SnappBox (On-Demand Delivery Platform)

Nov 2022 – Oct 2024

- **Fleet Optimization & Market Expansion:** Launched a **district-based destination input feature** for restaurant clients, increasing floating-fleet acceptance by **30%** and reducing operational cost imbalance by **15%**.
- **Conversion Growth:** Redesigned the **business customer ordering flow**, improving conversion by **18%** and reducing drop-offs by **15%**.
- **Pricing Transparency:** Introduced a **price estimator** for van and moving services, boosting lead conversions by **22%** and increasing customer trust.
- **Customer Landing Page Revamp:** Led the **UX/UI redesign** of the customer app's landing page, eliminating ~80K unnecessary clicks daily and cutting bounce rate by **6%**.
- **Driver Engagement:** Designed and launched a **tipping feature**, reducing off-platform negotiations and cancellations by **12%**.
- **Cross-Service Awareness:** Implemented **in-app messaging** to promote cross-sell and onboarding, increasing multi-service adoption by **19%**.
- **ETA Accuracy Initiative:** Partnered with data and engineering teams to improve delivery time predictions, increasing ETA precision by **20%**.
- **Strategic Collaboration:** Coordinated with marketing, operations, and engineering across **5+ departments** to align KPIs and product goals.

**Product Manager [Hybrid]**

Balad Maps (Navigation &amp; Location-Based Platform)

Feb 2022 – Oct 2022

- **Personalization & Retention:** Designed persona-based route recommendations, increasing NPS by 5%.
  - **User & Market Research:** Conducted in-depth user studies and competitor analysis to inform roadmap prioritization.
  - **Operational Accuracy:** Collaborated on a new traffic model, improving ETA accuracy by 4% across the app.
  - **Process Efficiency:** Introduced user-story mapping workshops, improving team velocity by 8%.
  - **A/B Testing:** Launched 5+ experiments optimizing navigation UI, leading to a more intuitive user experience.
  - **Field Experimentation:** Ran real-world routing tests with 5+ drivers, analyzing data from 20+ live sessions to validate design hypotheses.
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**UX Researcher [Hybrid]**

Balad Maps (Navigation &amp; Location-Based Platform)

Nov 2020 – Feb 2022

- Conducted 300+ user interviews and 140+ surveys to identify behavioral patterns and pain points.
  - Facilitated 50+ usability tests and focus groups, driving iterative design improvements.
  - Delivered actionable insights translating directly into roadmap decisions for navigation and POI discovery features.
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**Design Specialist [On-site]**

Jahesh Innovation Center

May 2019 – Nov 2019

- Developed visual identity and UX deliverables for early-stage startups.
  - Supported mentoring sessions and pitch-deck design for accelerator participants.
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**Freelance Designer (Side Hustle)**

Self-Employed (Branding &amp; Product Visuals)

2017 – 2020

- Designed brand identities, UI layouts, and marketing assets for tech startup teams, fostering cross-disciplinary collaboration that paved my path into product management.
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## BIM Architect

RMJM (International Architecture Firm)

Aug 2016 – May 2017

- Contributed to cultural projects (Car Museum, Jewel Museum) using Revit & AutoCAD; collaborated across disciplines on BIM workflows that informed later interest in data-driven design systems..
- Collaborated on technical detailing and coordination for mixed-use developments

## CORE SKILLS

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**Product Management:** Roadmapping, PRDs, stakeholder management, backlog prioritization, feature discovery, GTM

**Research & UX:** User interviews, usability testing, persona building, journey mapping, hypothesis validation, AI Prototyping, UX writing

**Data & Analytics:** Google Analytics, Sql, Power BI, A/B testing, KPI tracking

**Agile Delivery:** Scrum, Kanban, Scrumban, cross-functional collaboration

**Tools:** Jira, Confluence, ClickUp, Trello, Figma, Miro

**Communication:** Remote & async collaboration, product storytelling, documentation,

## INTERESTS & SIDE PROJECTS

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- Web UX Redesign & Vibe-Coding:** Redesigned the UX and front-end (Vibe-Coded) of an existing Book Club website, enhancing its visual hierarchy and interactive feel for community discussions.
- Creative Studio Work:** Architectural design for residential buildings, computational and parametric design explorations, portrait and landscape photography, and visual identity design for small teams and digital products.
- Continuous Learning:** Exploring AI-driven product ideation and prototyping, AEC-Tech innovations, Ed-Tech systems, and workflow automation for design and product teams.

## EDUCATION & CERTIFICATES

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Professional Project Management Certificate, Google

M.S. Architectural Technologies, Pars University of Architecture & Arts

B.Arch. Architecture, Shahid Beheshti University