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Summary

Product Management: Product Innovation, Go-to-Market & Development (SaaS), Data Analysis, Agile/SDLC

Corporate Strategy: Market Research & Analysis, Business Development, Visioning, Roadmap Planning

Engineering: Requirement Gathering, Business Analysis, Prototyping, Prioritization, Release Management

Customer Relationship: Customer Empathy & Advocacy, Stakeholder Management & Communications

Experiences

CERP Labs

Dec '21 – Present

Product Manager

Domain: SaaS, Technology for Development

- Spearheading the product development lifecycle of high-profile development initiatives funded by international organizations such as The World Bank, Gates Foundation, and the UN
- Owning the product roadmap and being the point person for all involved stakeholders and customers
- Leading and driving strategic research and product initiatives throughout the entire product and customer lifecycle to improve product strengths and reach
- Proactively prioritizing product backlogs to ensure that competing priorities and rapidly changing markets are dealt with by generating most value in the shortest amount of time
- Managing a cross-functional team of 10+ engineers, designers, marketers, and researchers to build humane, well-engineered products
- Deciding and implementing software development approaches to seamlessly ship high quality software well within defined timelines

Accomplishments @ CERP Labs

Launched a B2C SaaS product to digitize door-to-door healthcare operations and increase the sales of nutritional health products. Built offline-first App suite for data collection and supervision and an interactive dashboard for real-time reporting

- Reduced the registration time of patients from 9 to 1.5 minutes
- Increased nutritional products sales by 2.3x
- Trained 100+ health workers with 15,000 registrations in the first 3 months

Launched a B2C data visualization, SMS and voice campaigns management product to improve agricultural outcomes of the target population. Collaborated with telecom and forecast partners to build a rapid broadcast service for floods

- 40% of the target population reported a change in agricultural practices
- Improved the pickup rate from 27% in the first month to 43% in 3 months
- Reduced campaign costs by 11% through farmer data segmentation

Launched an administrative suite to digitize taxation of properties through Google Maps supporting provincial tax collection operations

- 73% efficiency in calculating property tax via satellite images
- Rolled out the product in 36 cities with over 10,000 Daily Active Users.
- Shifted to a hybrid agile-waterfall framework to reduce Time to Market by 3 weeks

Launched an Edtech platform to connect low-cost private schools and education service providers during COVID-19 school closures

- Scaled the platform to over 2,500 schools in 1 year
- Onboarded 20,000+ teachers and 300,000+ students in the first year
- Increased conversion rate to paying customers by 5% through 1:1s with users every 2 weeks

i2c Inc.

Feb '20 – Dec '21

Technical Editor - Global Product Management

Domain: Payment Cards Issuing & Processing

- Developed and maintained comprehensive product documentation including Product Review Documents (PRDs), Business Review Documents (BRDs), design documents, wireframes, prototypes, and illustrations for a suite of cloud-based card program tools, ensuring clarity, accuracy, and consistency across all documentation
- Collaborated with engineering teams to gather and analyze technical information, translating complex technical concepts into user-friendly explanations
- Prepared detailed release notes for product updates, outlining new features, bug fixes, and changes, communicating effectively to users and stakeholders
- Created engaging training materials, including presentations, handouts, and online modules, to support user onboarding and product adoption for Sales and Marketing teams
- Established and maintained a centralized documentation repository, ensuring that all materials were up-to-date, accessible, and version-controlled

Accomplishments @ i2c Inc.

Launched an online API portal to showcase over 200 Rest/SOAP APIs built to provide payment functions for global banks and payment service providers. The platform was aimed at potential and existing customers for sales and upsell

- Transformed a 2000+ page PDF document into an interactive platform
- Built quick test functions in the portal to allow users to test APIs in real time
- Implemented bundle packages on the APIs to increase API upsell

Prototyped a release notes portal to ensure seamless planning, drafting, and maintaining of product release notes and critical enhancement notifications for external engineering audiences

- Notified 400+ banks and payment service providers every release cycle
- Allowed engineering & product teams to take ownership of notifications
- Reduced publishing time by more than 20% by automating collaborations

Built API test case documents for all 200+ APIs to support the engineering team in client-side testing of APIs before public launch

- Reduced client ticket generation volume for test case requests
- Improved client onboarding package to include all possible API scenarios
- Built a knowledge base for rapid access to developer documentation

IAXServices

Oct '19 - Feb '20

Technical Writer - Product Implementation

Domain: Microsoft Dynamics 365

- Created and maintained comprehensive documentation for Microsoft Dynamics products and solutions
- Defined the overall documentation strategy, considering factors such as target audience, user experience, and accessibility
- Adapted the documentation to different languages and cultural contexts to cater to a global audience including KSA, UAE, Qatar, and North America
- Assisted sales, marketing, and support teams with technical queries and product information
- Worked closely with the product team to understand product requirements, specifications, and design decisions

Tools

Essentials: JIRA, Asana, Figma, Microsoft Office, Notion

Frequently Used: GitHub, Google Analytics, Firebase, Google Data Studio

Technical Tools: pgAdmin, Tableau, PowerBI, Oxygen Editor, VSCode, Thunderclient

Approaches and Frameworks

Agile, Agile Scrum, Agile FDD, Waterfall, Waterfall-Agile Hybrid, Human Centered Design, Design Thinking

Awards

Future News Worldwide – British Council

July '21

Participant at international summit

- Sponsored by British Council, New York Times, CNN, Reuters, and Google
- Mentored by top journalists on media and journalistic responsibility
- Performed high-intensity newsroom simulation created by First Draft

International Writing Program – University of Iowa, USA

July '19

Exchange participant at IWP

- Creative writing scholar along with students from the United States and India
- Mentored by top American, Indian, and Pakistani authors on creative writing
- Literary work published in Iowa Summer Anthology

Education

Pakistan Institute of Engineering and Applied Sciences

June '19

Bachelors of Science (BS), Electrical Engineering

Thesis: Protection System Design for Distributed Generation

Certifications

- Google Project Management Certified
- Scrum Fundamentals Certified (SFC™)
- Product Roadmapping Micro-Certification (PRC) by Product School