

Omar Nooreddin

EMPLOYMENT HISTORY

Data Scientist - [Nina.space](#) (Jun 19 - Oct 19) **Lisbon**

I joined Nina.space to help in satellite image analysis. Nina.space aids Portuguese municipalities to monitor compliancy of legislation with the aim to reduce fire risk. My role at Nina.space is to build a model, using satellite images, to ascertain whether landowners are compliant or not by using R and Python.

Senior Product Manager - [Photobox](#) (Mar 15 - Sep 17) **London**

Photobox is a print services company, allowing its customers to upload their digital photos and print them

- Kicked off the development of a new iPad app for creating photo books
- Led the revamp of the iPhone and Android apps and introduced new and improved user journeys, increasing conversion rate from 30% to 33%
- Collaborated with senior management to devise and implement a mobile app strategy to combat the quick growth of new competitor apps
- Conducting market research and analysing customer behaviour through analytical reports to help define the roadmap
- Managed a scrum team to achieve our roadmap and attended scrum ceremonies

Product Manager - [Red Ant](#) (Apr 14 - Feb 15) **London**

Red Ant is a digital agency specialising in creating enterprise apps for fashion retail brands

- Managing a team of developers to ensure new product delivery to clients
- Led the product development of Red Ant's enterprise solutions whilst managing clients relationship
- Communicated with internal and external stakeholders to ensure information is shared appropriately and in a timely manner

Product Manager - [Masabi](#) (Nov 09 - Apr 14) **London**

Masabi is a startup company that develops train ticketing apps. I was involved in two apps and held various positions as the company grew

Product Manager (Jul 11 - Apr 14)

- Responsible for the UK Rail Ticketing app (iPhone, Android and Windows Phone) and Ticket Validation app rolled across UK and US
- Launched the first pilot for the Ticket Validation app which was used at San Francisco 49ers games and a limited pilot in Boston's metropolitan train system
- Oversaw the expansion of the UK Rail Ticket app from 1 brand up to 12 brands
- Managed & executed roadmaps for each app to ensure the continued success of both apps
- Collaborating across engineering, design and QA teams to achieve roadmap goals

Data Analyst (Jan 11 - Jun 11)

- Automated revenue & usage client, using a shell script and SQL
- Constructed revenue projection models to the management team in strategic decisions

QA Tester (Nov 09 - Dec 10)

- Ensured quality of the app by conducting functional, acceptance & regressions tests

Associate - [PKF International Pro Group](#) (Jan 09 - Jun 09) **Amman**

PKF Pro Group is a Management Consulting firm that advises clients on their business ventures and aids them in building strategies to pursue their visions. I conducted market research, built financial models for forecasting purposes, and worked with clients to understand their vision and helped in building their strategies.

Business Analyst - [Dell Inc](#) (Nov 06 - Apr 08) **London**

Analysed data for usability purposes, investigating issues and finding appropriate solutions for an internal CRM tool. In charge of automating sales reports through use of SQL and Excel.

Summer Intern - [CERN](#) (Jul 06 - Sep 06) **Geneva**

Joined CERN's Radiation Working Group, where I had to build a graph plotter for radiation levels in the LHC tunnel using Matlab.

Omar Nooreddin

EDUCATION AND QUALIFICATIONS

- **BEng Control Systems & AI:** University of Reading, UK (Oct 03 - Jul 06)
- **A-levels:** Arabic(A), Math(B), Physics(B), Chemistry(B) (Sep 01 - Jun 03)
- **Data Science Specialisation** - Johns Hopkins through Coursera (Oct 18 - Mar 19)
- **LSE Short Courses:** Finance, Game Theory - London School of Economics (Jul 09 - Aug 09)
- **LSE Short Courses:** Macro & Micro economics, London School of Economics (Jul 08 - Aug 08)

FURTHER INFORMATION

Languages: English & Arabic: Fluent, French: Basic

Programming languages: R, Python, SQL & C++

Software packages: Excel, Google Analytics

Portfolio: <https://omarmn.github.io>

Github: <https://github.com/omarmn>

References are available on request