

EMPLOYMENT HISTORY

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

I joined Nina.space to help in analysing satellite images, in order to help municipalities in monitoring compliance of land owners with legislation that would reduce the risk of forest fires spreading. I did the analysis using R and in Python (to a lesser extent).

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.

EDUCATION AND QUALIFICATIONS

- **BEng Control Systems and 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, SQL & C++
Software packages: Excel, Google Analytics

References are available on request