SHAKIB RAHMAN

B.Sc. Engg. (Electronics & Communication Engineering)

Business savvy and technically adept incumbent with blended expertise in business analysis, business analytics, data-analytics and soft exposure to Software Project Management and Product Management. Consistently recognized for great work-ethics, leadership and going above and beyond expectation.

CONTACTS

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ADEPT TOOLS

- Microsoft Office Packages
- MS Project
- Microsoft Visio, Lucidchart
- JIRA & Confluence
- JAMA & Helix
- Balsamiq Mockups
- Google Analytics
- Google Data Studio
- Sisense
- Figma

TECH KNOWLEDGE

- Windows OS- 7/8
- Linux CentOS, Mint
- Programming Language C, C++
- SQL
- Concept of CCNA

LANGUAGE MASTERY

- Bangla
- English

PROFESSIONAL ENDEAVOURS

March, 2024 – Till Date

Product Manager, at *BRAC IT Services Ltd.*

- Play a crucial role in leading all new app initiatives across web and mobile applications.
- Drive internal app product development to capture new business opportunities while serving existing clients.
- Key involvement includes development of:
  - Campaign Management System
  - Wallet Integrations
  - Fitness Tracking App
  - Natural Disaster Data Management App
  - Legacy App Modernization
- Collaborate with internal and external stakeholders to ensure successful product launches and adoption.

October, 2023-February, 2024

Product Designer/Manager, Technology, at *daraz.com.bd*

- Lead the design and development of automation products aimed at streamlining business processes.
- Gather and analyze user requirements, business needs, and market trends to inform product decisions.
- Collaborate with cross-functional teams including engineers, developers, and stakeholders to define product vision and roadmap.
- Conduct user research, usability testing, and feedback sessions to iterate and improve product features.
- Create wireframes, prototypes, and user interface designs to visualize product concepts and functionality.
- Define product requirements, specifications, and acceptance criteria for new features and enhancements.
- Prioritize product backlog and roadmap based on business value, user feedback, and technical feasibility.
- Work closely with engineering teams to ensure timely delivery of high-quality product releases.
- Communicate product updates, milestones, and release plans to internal teams and stakeholders.
- Key Project Accomplishments:
  Product Type: Inventory Management System
  * 2 Successful Product Launch.
  Product Type: Office Management System
  * Petty Cash Management, Travel Management & Asset Management module launch.

KUDOS

a) Sonar based driving assistance prototype Vehicle design (3rd Year 2nd Semester).

b) Sonar based smart equipment management device (4th Year 1st Semester).

c) 1st Runner up, "Branding Sundarban", an idea generation competition by *Robi*.

d) Lead Volunteer, ICCIT conference, 2013, at Khulna University.

CORE COMPETENCIES

- Business Process and Requirement Analysis.
- Elicitation and Validation.
- Adept Cross-functional Team Management.
- Project Management.
- Strategy Analysis and Stakeholder Management.
- A quick learner and a strong team player.
- Adept in client communication and conflict resolution.
- Adept in ETL Process and Practices.
- Strong documentation and reporting skills.
- Good understanding in Software processes and Agile practices.

TRAINING & CERTS. SUMMARY

- Google Project Management Professional, Coursera, Google.
- Software Product Management, Coursera, University of Alberta.
- SQL for Data Science, Coursera, UC Davis.
- Cert. Prep Scrum Master, LinkedIn.
- Cert. Prep PMI Agile Certified Practitioner, LinkedIn.
- Agile Software Development Scrum for Developers, LinkedIn.
- Agile Software Development Kanban for Developers, LinkedIn.
- Storage & Backup maintenance of Information and Data Communication, CSL, Dhaka.
- Linux Installation & Server Management, IICT, KUET.

REFERENCES

Khan Tanjeel Ahmed
General Manager, Business Intelligence and Product & Tech
Bproperty.com
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Email: khan.tanjeel.ahmed@gmail.com

Abdullah Yousuf Amin
Technical Project Manager
ReliSource Technologies Limited
Cell: +8801700763771
Email: aamin@relisource.com

August, 2022-October, 2023

Dept. Manager, Product & Tech, at *Bpoperty.com*.

- Demonstrated leadership in overseeing cross-functional teams to successfully deliver and launch multiple software products within predetermined timelines and allocated budgets.
- Conducted comprehensive market research, user surveys, and competitive analysis to identify and assess customer needs, subsequently leveraging findings to drive informed product strategy.
- Formulated and executed product roadmaps, employing a strategic approach to prioritize features based on user feedback, business objectives, and prevailing market trends.
- Effectively collaborated with engineering, design, and quality assurance teams to define meticulous product requirements, user stories, and acceptance criteria.
- Orchestrated product backlog management and sprint planning, ensuring seamless alignment of development efforts with key business priorities.
- Monitored product performance metrics, analyzed user data, and employed data-driven insights to optimize user engagement and retention.
- Facilitated customer feedback sessions, capturing valuable insights to inform ongoing product improvements.
- Key Project Accomplishments:
  Product Type: CRM system for Sales and Legal.
  * Successful Product Launch.
  Product Type: Mobile Application, Property Management.
  * Successful Minor Releases: 1
  * Successful Major Releases: 6

  Project/Product Type: Integration of Omnichannel Marketing Communication Automation.
  * Successful omnichannel marketing automation with *'Moments'* an application of Infobip.
  Product Type: Website
  * Successful launch of two services in bproperty.com website which yielded into 5% growth in traction and 2% growth in sales.

October, 2020-July 2022

Business Analyst, at *Bpoperty.com*.

- Evaluating business processes, anticipating requirements, uncovering areas for improvement, and developing products or implementing solutions.
- Conduct zonal market analysis and different research to support strategic business planning within the relevant departments.
- Analyze Google Analytics data to understand market trend and perform necessary demand analysis to maximize product impact & minimizing marketing costs.
- Prepare and Maintain visualization dashboards for different teams to track and monitor performance metrics.

EDUCATIONAL CREDENCE

Y2023- Professional Masters in Applied Statistics & Data Science.
Jahangirnagar University,Savar.
CGPA-Ongoing.

Y2015- B.Sc.Engg. Electronics & Communication Engineering.
Khulna University,Khulna.
CGPA-3.00 on a 4.00 scale.

Y2010- Higher Secondary School Certificate (H.S.C) in Science
Govt. Majid Memorial City College, Khulna.
CGPA-5.00 on a 5.00 scale. (Jessore Board)

Y2008- Secondary School Certificate (S.S.C) in Science
Saint Joseph's High School, Khulna.
CGPA-5.00 on a 5.00 scale. (Jessore Board)

- Run requirement elicitation session with cross functional teams for the internal platforms and products and drive the development sprints.
- Conduct backlog prioritization, backlog grooming sessions with both development and business team for internal products.
- Interpret, evaluate and interrelate research data and incorporate it into strategic decision-making.
- Plan and coordinate the development of primary and secondary market research studies in support of strategic planning and specific marketing initiatives, as required and presents findings of studies to the Management.
- Perform daily, weekly and monthly reviews and analysis of process optimization and follow ups using operational metrics and reports.
- Suggest changes to Senior Management using data to support relevant recommendations and actively participate in the implementation of approved changes.
- Create informative, actionable and repeatable reporting that highlights relevant business trends and opportunities for improvement.

December, 2019-August,2020
IT Business Analyst, at *ReliSource Technologies Ltd.*
- Responsible for engaging in JAD sessions with North American and European Product Owners, Product Managers, Solution Architects and End-users to understand business processes, workflows and elicit key requirements.
- Involved in defining project/sprint scoping, sizing, analysis, estimation and deliverable.
- Responsible for writing User Stories, Use Cases, Requirement Specification (Functional and Non-functional), User Requirement Specification, UAT Script and User Manual, Release Notes.
- Performing UAT and ad-hoc system testing in order to validate the development and identify & report bugs.
- Key Project Accomplishments:
  Product Type: eCRF/EDC system for an eSource Platform, ePRO.
  * Successful Major Releases: 2
  * Successful Minor Releases: 1

January, 2018-November, 2019
Support Engineer, at *BRAC IT Services Ltd.*
- Primary responsibility involves providing product demonstration, troubleshooting and technical issue solving, and user access management for Enterprise Resource Planning (ERP) Software users.
- Coordinating with Business Team and Client and Developer's end to gather business requirement and translating them to technical information in order to enhance, modify and implement new or existing application.
- Working as an intermediary between client and software developer team to resolve any business conflict with the software development and business requirement.
- Also worked as Technical and non-technical document writer (BRD, SRS, Prototype, MOC design, User Manual, Project

March, 2017-December, 2017

Analyst, Business Development, at *Kazi IT Center Ltd.*

- Working as a Business Development analyst my responsibilities included Client Relationship Management, Vendor Management in the USA, looking for new business opportunities and pursue them.
- To take responsibility for activities at every stage of the pursuit process including but not limited to: securing and coordinating pursuit teams, drafting expressions of interest, identifying and drafting track record, identifying and negotiating with partners and consultants, and actively contributing to bid development and grant proposals.
- Research, develop and maintain positive relationships with partners and consultants and contribute to an effective partner and consultant management database.