


ASSUMPTA OBASI


Product Manager


Result-oriented product professional with experience defining product vision, leading cross-functional teams, and driving data-informed development. Skilled in translating user and market insights into actionable roadmaps and features, with strong expertise in Agile (Scrum) and UX to achieve organizational goals.




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WORK EXPERIENCE

Product Manager HERITENGINE

07/2025 - Present

Achievements/Tasks

- Spearheaded the development of Heritengine, a design focused platform empowering creatives with modern tools and resources.
- Defined the product vision, roadmap, and feature prioritization through collaborative research and stakeholder alignment.
- Utilized Scrum and Agile methodologies to manage the product development lifecycle from concept to launch.

Associate Product Manager DABA

02/2025 - 05/2025

Achievements/Tasks

- Improved course availability, platform usability and learner retention through product enhancement.
- Reviewed Figma designs to ensure optimal user experience and functionality before development.
- Collaborated effectively with the cross functional teams to deliver impactful, data driven product experiences.

Scrum Master CWITO

02/2025 - 05/2025

Achievements/Tasks

- Organized and facilitated all scrum activities including Sprint planning, Weekly stand-ups, Sprint reviews and Retrospectives.
- Identified areas for continuous improvement to enhance productivity and encouraged best practices for long term success.

Product Manager Intern BETECHIFIED

06/2024 - 08/2024

Achievements/Tasks

- Conducted user interviews, surveys, market research and competitive analysis to identify user pain points, needs and opportunities for product innovation.
- Developed comprehensive Product Requirement Documents (PRD) and user stories; ensuring features met both user needs and business objectives.
- Developed use cases and mapped out user experiences to highlight challenges and identify pain points in the user journey.

SKILLS

* Product strategy and management.

Product vision and roadmapping.

Feature prioritization.

Product development lifecycle.

User stories and use cases.

Product requirements (PRD).

Scrum and Agile methodologies.

Sprint Planning and execution.

Figma review.

Team collaboration.

Competitive analysis.

Problem solving and analysis.

VOLUNTEER EXPERIENCE

Associate Product Manager (Volunteer) TRUSTESSE

06/2025 - Present

Tasks/Achievements

- implemented and enforced product vision, goals and priorities across the entire development cycle.
- Managed internal communication to ensure cross functional teams were fully aligned on product goals and progress.
- Executed sprint planning and monitored execution to ensure on-time delivery.

EDUCATION

B.Sc Mass communication National Open University of Nigeria

01/2014 - 12/2018

LANGUAGES

English

Full Professional Proficiency

French

Professional Working Proficiency