

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