

Shahariar Anik

Product Manager

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OBJECTIVE

Dynamic and results-driven Product Manager with a proven track record in product strategy, user-centric design, and cross-functional leadership. Passionate about leveraging technology to solve real-world problems and drive business growth. Experienced in managing agile teams, optimizing workflows, and delivering scalable solutions that enhance user engagement and satisfaction. Committed to fostering innovation and creating impactful products that align with organizational goals.

EXPERIENCE

Sheba Platform Limited, MTO-Product Manager | [Mobile App](#), [Web App](#)

Dhaka, BD
Apr 2025 – Present

- **Led and co-managed product sprints (GS1-GS4):** Aligning cross-functional teams (Design, Dev, QA, Business, SOC, DevOps) to deliver impactful features
- **Data-Driven Product Growth:** Applied A/B testing, user feedback (100+ merchant interview), and iterative design to enhance retention and engagement.
- **Product Improvement:** structured UAT, documentation (PRD, BRD), and design feedback systems; conducted 1:1 usability testing with merchants.
- **Created and presented weekly performance reports** (WAU, crash analytics, ANR, retention etc), and contributed to strategic planning for product scaling.

Psycure Limited, Product Manager | [Web-App](#), [Mobile App](#)

Dhaka, BD
Oct 2023 – Dec 2024

- **Optimized Booking Flow & Engagement:** Reduced psychologist booking steps from 7 to 4, boosting session conversions.
- **Enhanced Website App Performance:** Improved website speed by 50% and streamlined navigation for a seamless UX.
- **Led Cross-Functional Agile Teams:** Managed developers, designers, and stakeholders using Scrum/Kanban for timely product launches.
- **Launched & Core Features:** Spearheaded in-app wellness tools, including counseling booking, meditation, and interactive quizzes.
- **Data-Driven Product Growth:** Applied A/B testing, user feedback, and iterative design to enhance retention and engagement.

Psycure Limited, Creative Lead

Dhaka, BD
Jul 2023 – Oct 2023

- Executed **8+ marketing campaigns**, driving **468% growth** and reaching **420K+** users, while improving product UI/UX to enhance satisfaction and engagement.
- Collaborated with development and marketing teams to ensure brand consistency and implemented digital strategies to strengthen online presence.

Robi Axiata - Kotha Hobe Bondhu Project, First Responder

Dhaka, BD
Oct 2022 – Oct 2023

- **Community Management:** Managed the '[Kotha Hobe Bondhu](#)' Facebook community, promoting mental health awareness among youth.
- **First-Aid Mental Health Support:** Provided immediate emotional support and guided members to professional services based on personalized assessments.

Relaxy, Expert Listener

Dhaka, BD
Jul 2023 – Sep 2023

- **Exceptional Chat Support:** Delivered outstanding chat support, maintaining a perfect 5-star service rating.

- **Empathetic Assistance:** Assisted users with mental health concerns using empathy and effective communication techniques.

TRAINING & CERTIFICATIONS

Product Management Human Development Network Bangladesh (HDNB), (Show credential)	May 2025
Digital Product Management University of Virginia, (Show credential)	Oct 2024
AI for Product Management Pendo, (Show credential)	May 2024
User Experience (UX) Design Google, (Show credential)	Sep 2023
Product Analytics Micro-Certification (PAC)™ Product School, (Show credential)	Jun 2023

SKILLS & ABILITIES

Product Management: Agile Project Management (Scrum, Kanban), Product Strategy & Roadmapping, User Research & Usability Testing, Market Research & Competitive Analysis, MVP Development, Stakeholder Management, Documentation (PRD, BRD, SRD)

Technical Expertise: UI/UX Design (Figma, Wireframing, Prototyping), Data Analysis (SQL, Excel, Power BI, Mixpanel, Superset), Software Development Lifecycle, Jira, Firebase, Play Console, Version Control (Git, GitHub)

EDUCATION

BSc Daffodil Institute of IT , Computer Science & Engineering <ul style="list-style-type: none"> • CGPA: 3.23/4.0 • Relevant Coursework: Artificial Intelligence, Data Structures & Algorithms, Computer Architecture, Statistics & Probability, Software Engineering, Object-Oriented Programming 	2020 – 2025 (Final Semester)
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VOLUNTEERING

Kaan Pete Roi , Helpline Volunteer <ul style="list-style-type: none"> • Responded to 300+ calls, including nearly 150 high-risk suicidal cases, providing immediate support and crisis intervention. • Utilized active listening, crisis management, and emotional intelligence to de-escalate critical situations effectively. • Documented call details meticulously to support the continuous improvement of helpline services and ensure accurate follow-ups. 	Dhaka, BD JAN 2022 – MAY 2024
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HONORS & AWARDS

Champion – Line Follower Robot Competition, DIIT	2022
Most Client Calls Taken – Kaan Pete Roi	2023
Best Ambassador Award – NUSDF Bangladesh	2023

Hobbies

- Chess
- Playing Guitar
- Solving Rubik's Cube
- Speaker Building and Audio Engineering