Shaheen Pasarya

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SUMMARY

Customer-centric and data-driven product manager, product owner, and software tester with over 7 years experience in SaaS technology. Experience as a leader in various stages of what makes a successful product, from the planning and execution of the Agile Software Development Lifecycle to the front lines of chat support.

EXPERIENCE

Bodhi (f.k.a. 17TeraWatts), Austin, TX

Head of Product | **AUG 2020 - MAR 2023**

- Drove ideation, UX, planning, development, and testing of the Bodhi core product and supporting 10+ API integrations: including Salesforce, NetSuite, monday.com, and others
- Created the product roadmap and prioritized initiatives based on feedback from existing users, prospective users, and internal stakeholders
- Organized "meetings of the minds" to kick off project goals, milestones, and delivery dates
- Collaborated with design to define user flows, identify activation points, write microcopy, and transform wireframes into prototypes using InVision and Figma
- Defined requirements and toolset for initial product analytics
- Coordinated with engineering to define data contracts for more scalable app architecture
- Established clear acceptance criteria, wrote comprehensive user stories, and maintained backlog for product features and enhancements
- Championed process between customer success and sales teams to assess impact of bugs, prescribe SLAs, and communicate status of fixes
- Quarterbacked across teams to execute go-to-market strategy and define success metrics for new features
- Shepherded user tests and synthesized feedback into actionable ideas
- Led streamlined client implementation for solar SMBs by integrating their CRMs, project management systems, and solar production monitoring systems
- Authored v1 of knowledge base in Help Scout

ShipStation, Austin, TX

Associate Product Manager | **NOV 2019 - APR 2020**

- As the first product operations initiative for the company, collaborated with data analytics team to design and implement Looker dashboard that aggregated customer feedback across eight internal and external channels
- Implemented Pendo to identify customer segments and optimize go-to-market strategies
- Planned, led, and delivered four products that increased platform offerings and value to external customers

Technical Project Manager | **JUL 2017 - NOV 2019**

- Spearheaded the requirements writing and launched a beta for an exhaustively rearchitected version of the web app
- Structured complex mockups between product designers and engineers into well-defined user stories
- Led Scrum ceremonies: daily standups, sprint planning, and retrospectives
- Managed UAT and release process for continuous deployments to staging and production environments
- Organized bi-weekly demos for stakeholders and used feedback to adjust requirements
- Groomed and prioritized Jira backlog weekly
- Trained support, sales, and marketing staff on upcoming major feature releases
- Influenced and documented product decisions impacting tens of thousands of customers

Quality Assurance Analyst | **DEC 2016 - JUL 2017**

- Performed meticulous quality assurance tests for the first phase of internationalizing the iOS and Android apps
- Drafted web and mobile app test plans to later be written into automated regression tests

Senior User Success Specialist | **JUL 2015 - DEC 2016**

- Triaged and resolved 20+ advanced technical support (UI, API, and integrations) issues daily