

HUSNA SHAHID

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EDUCATION

Master of Science, Engineering Management, Johns Hopkins University, Baltimore, MD GPA: 3.80/4.0 Dec 2023
Bachelor of Science Honors, Computer Science, Birla Institute of Science and Technology, UAE GPA: 3.12/4.0 June 2018

EXPERIENCE

Product Management MBA Co-op | WORKIVA, Ames, Iowa, 50010 June 2023 - Present

- Created strategic dashboards using QuickSight, SQL, and Excel to track KPIs for compliance, user engagement, and product performance across 10+ products, improving leadership decision-making efficiency by 20%
- Led key product launches for the Capital Markets and SEC team through user-centric planning and strategic execution, driving an 8% increase in user engagement and contributing to a 12% boost in customer retention.
- Developed detailed product requirements and user stories by analyzing market trends and user feedback, ensuring alignment with capital markets and SEC compliance needs, leading to a 10% improvement in regulatory adherence across product offerings
- Collaborated with cross-functional teams- legal, engineering, sales, and marketing—to align product development with business objectives & regulatory standards, successfully integrating three compliance-driven features to enhance capital markets offerings
- Monitored regulatory updates and compliance guidelines, adjusting product features as necessary to maintain adherence and mitigate risks also Developed and maintained product roadmaps to ensure timely delivery of product features while aligning with company vision and strategic goals

Sr. Product Manager | PEER CONNECT | Baltimore, Maryland, 21218 Oct 2022 - Present

- Led a cross-functional team in delivering and maintaining 10+ core features using agile methodologies and user research, resulting in a 30% improvement in university alignment
- Utilized UX/UI principles and design thinking methodologies to enhance the experiences of international students, resulting in an 80% improvement in platform accuracy and reliability for over 10,000 users
- Conducted market research to identify new segments and developed pricing models, successfully securing key partnerships with university departments, including Johns Hopkins University
- Developed a comprehensive go-to-market strategy and enhanced stakeholder engagement, facilitating the successful launch of the platform and driving increased user adoption.
- Established and tracked key performance indicators (KPIs) to measure product success and user satisfaction, leveraging data analytics to inform decision-making and continuous improvement efforts

Product Consultant | BUURST | Baltimore, Maryland, 21218 Jan 2023 – May 2023

- Redefined the product vision and roadmap for a cloud storage SaaS solution by aligning technical features with overarching business objectives, resulting in a 12% increase in the user base within six months
- Collaborated with cross-functional teams, including engineering, sales, and leadership, to enhance cloud storage integration, achieving a 15% reduction in data retrieval time and projecting an 18% improvement in overall performance
- Utilized data-driven insights and competitor analysis to prioritize feature development, increasing platform scalability by 25% for enterprise users
- Emphasized comprehensive risk management and performance KPIs through proactive planning, achieving 99.5% post-launch system stability and successfully reducing integration risks by 10%

Product Owner | QUIQUP DELIVERIES | Dubai, United Arab Emirates Dec 2020 – June 2022

- Implemented product enhancements by utilizing agile methodologies and transforming user feedback into actionable feature requests through monthly interviews, leading to increased customer satisfaction and a 15% rise in feature adoption
- Negotiated a logistical overhaul with partners to enhance operational efficiencies and strengthen business relationships, achieving a 7% reduction in Profit and Loss while improving the value proposition for high-profile clients
- Built visualization dashboards using Tableau and SQL to monitor account data and KPI reports, saving \$75K in development costs and reducing manual reporting hours by 16% by eliminating dependency on multiple teams.
- Facilitated sprint planning, reviews, and retrospectives, fostering a collaborative environment that enhanced team performance and communication, leading to quicker iterations and product improvements

TECHNICAL SKILLS

Methodologies: Agile, Scrum, Waterfall, KanBan, Lean Six Sigma

Product Management: Roadmap Planning, Product Strategy, Stakeholder Management, Product Lifecycle, Release Management, Workflow Optimization, KPIs & OKRs, User Interviews, Market Research, Storytelling, Communication

Strategic Skills: Product Strategy, Roadmap Development, Market Research, Competitive Analysis, Strategic Planning

Technical: Tableau, MS Office, Advanced Excel, Python, SQL, Java,C, C++, A/B Testing, Salesforce, JIRA, Figma, Miro, Trello, Cloud, API integrations

Analysis: Quantitative Analysis, Customer Feedback Analysis, Competitive Analysis, Data Analytics