JAKE NASEEM

SR. PRODUCT MANAGER

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SUMMARY

9 years as Sr. Product Manager and Product Owner. Managed offshore and onsite software development teams. Highly skilled in strategic product management, collaborating with business and marketing teams, and leveraging market research and analytics for a data-driven approach to define product vision and roadmap. Seasoned tactical product execution experience, effortlessly writing user stories, clear acceptance criteria using gherkin's method and carefully outlining epic to iteration mapping, while working with architects to delineate precedent dependencies. Customer obsessed product leader with exceptional strategic oversight, long-term vision, and short term tactical execution.

SKILLS

Confluence, Agile, Scrum, Kanban, Extreme Programing, Product Strategy, Product Roadmap, Leadership, SQL, Jira, RESTful API, Microservices, Power BI, Tableau, Microsoft Azure, Confluence, Google Analytics, Adobe Analytics, Mixpanel, Amplitude, Github, Trello, Postman, Draw.io, Figma, Mural, Balsamiq, Miro, Google Suite, Microsoft Office, Contingency Planning, Project Planning, Product Design, Risk Mitigation, UX Design, A/B Testing, UAT, SDLC

EMPLOYMENT

Code Fluency Apps, *Sr. Product Manager*, Chicago, IL   Dec. 2021 - Current
- Guide the product roadmap, adeptly communicating the product vision, key milestones, and dependencies to stakeholders, cross-functional teams, and executive leadership reducing time to market by 15%.
- Determine Key Performance Indicators for evaluating product feature health, presenting bi-weekly status reports on product analytics, with   objectives such as a 25% growth in customer engagement metrics and a 20% enhancement in feature adoption rates.
- Help direct API redesign, adept at breaking down chunky APIs to rapid microservices.
- Lead and facilitated technical architecture API design meetings to help delineate API design while providing RESTful API requests and response payload data requirements for the teams.
- Work closely with UX/UI designers to create intuitive, user-friendly interfaces, increasing user adoption and satisfaction.
- Translate business requirements into clear and concise user stories and acceptance criteria, facilitating effective communication between technical and non-technical teams.
- Create Jira dashboards with reports on product development progress including burndown charts, epic progress charts, and Sprint goal charts.
- Use a data driven approach to constantly measure product success via customer journey funnels and Adobe analytics reporting to procure key customer insights, customer pain points, and necessary enhancements and improvements.

YouChef Technologies, *Technical Product Manager*, San Francisco, CA   July 2019 - Nov. 2021
- Took data-driven decisions, leveraging analytical insights to inform feature prioritization and validate product direction resulted in 30% increase in user satisfaction.
- Led client discovery sessions to procure an understanding of customer needs and pain points to help inform MVP roadmap and future release planning.
- Led API microservices redesign helping to re-architect the backend plumbing, breaking down chunky APIs into multiple rapid microservices that allowed for lazy loading web application, increasing efficiencies by 50%.
- Created efficient epics, user stories, and acceptance criteria, fostering streamlined development processes and exceptional user experiences.
- Collaborated closely with engineering teams, designers, and stakeholders to ensure seamless execution of product development plans, fostering a collaborative and dynamic environment that fostered innovation and accelerated time-to-market.
- Utilized A/B testing to test new feature ideation in production environment to inform product design and enhancements, resulted in 10% increase in conversion rates.

Whisper Wheel Software, *Product Owner*, San Francisco, CA   Aug. 2015 - July 2019
- Collaborated with stakeholders and cross-functional teams to define and prioritize project requirements, scope, feature development and enhancement.
- Proficiently spearheaded the product development lifecycle as a Tactical Product Owner, adeptly translating project vision into actionable epics and user stories.
- Conducted user testing and iteratively improved prototypes, enhancing product usability and satisfaction by 20%.
- Developed KPIs and dashboards to measure team efficiency by tracking sprint commitments vs. actual delivery, promoting accountability and transparency.
- Provided requirements for API documentation and lead API design and implementation.
- Methodically conducted user research and user interviews, thoughtfully capturing user feedback to drive the development of user-centered solutions.

EDUCATION

MBA Business Analytics
University of Massachusetts Dartmouth

Certified Scrum Product Owner (CSPO)
Scrum Alliance

BS Electrical Engineering Technology
Imperial University