YASIR MUHAMMAD

PRODUCT MANAGER Toronto, ON | Email: yasir@sonicpay.io | phone: (416)910-3322

**CAREER PROFILE**

A value-driven Product Manager with a solid track record of owning the strategic direction of products and overseeing their launch from ideation to support. Experience creating effective product strategies for both growth stage and mature products. Seeking the challenge of blending technology skills & analytical abilities in order to lead the creation of innovative solutions.

**CORE COMPETENCIES**

|  |  |  |
| --- | --- | --- |
| ● Market Research & Competitor Analysis | ● Product Vision, Strategy, Goals & Roadmap | ● Risk Analysis, Idea Validation |
| ● Backlog Prioritization & Refinement | ● Product Discovery & Customer Interviews | ● Product Lifecycle Management |
| ● Created Epics, User Stories, Personas | ● Product Owner role during Sprint Activities | ● UX/UI Design, Prototyping |
| ● Agile & Waterfall Project Management | ● Requirements Gathering & MVP Testing | ● Scrum, Kanban, Daily Standup |
| ● Software Development, SaaS & SDLC | ● Usability Testing, QA, Rollout, Support | ● Metrics Monitoring (KPI) |

**TECHNICAL SKILLS**

● Web and Mobile Development: HTML, CSS, Bootstrap, JavaScript, JQuery, Java, C#, .NET, MEAN (MongoDB, Express, Angular.js, Node.js), Angular 2, Python (Artificial Intelligence, Machine Learning), RESTful API, Ionic, Cordova, Unity, React, iOS, Android Studio.

● BI, Dashboards & Reporting: MS Power BI, Oracle, Tableau, IBM Cognos, QlikView, SAP Business Objects, Crystal Reports

● Database Management (SQL, NoSQL): MySQL, SQLite, OLAP, PostgreSQL, MongoDB, Microsoft SQL Server, MS Access, Oracle

● Systems Migration/Integration/Implementation, data migration, networks, servers, VPN, Cloud Computing (AWS, Google Cloud, Azure)

● Software Tools: Microsoft Office (Excel, PowerPoint), R, TeamSupport, JIRA, Confluence, Visio, ERP & CRM, Salesforce, HCM, Smartsheet, Slack, WebEx, MS Teams, Basecamp, Trello, SVN, GitHub, Google Analytics, Asana, Optimizely, Adobe Creative Suite.

**PROFESSIONAL EXPERIENCE**

Technical Product Lead (Freelance) | Toronto, ON January 2019 - Present

Serving as Product Lead, managing cross-functional teams in order to deliver web and mobile applications that enhance business performance. The products were designed for various industries such as health care, gaming, education, government, finance, infrastructure, AI & Big Data.

● Managed multiple projects simultaneously with budgets of up to $1 million and coordinated with cross-functional teams with 30+ people.

● Led product, UX, and marketing strategies in 10+ projects, achieving product-market fit and boosting profitability by an average of 17%.

● Overseeing the development of web and mobile applications requiring a variety of technologies including: HTML, CSS, Bootstrap, JavaScript, jQuery, Java, C#, .NET, Angular, Python, RESTful API, Ionic, Cordova, React, Swift, Unity3D & Android Studio.

● Led daily scrum, worked with the development team, and implemented techniques to increase on-time delivery rate (90% on-time).

● Worked as product owner during sprints, coordinated with internal resources and third-party vendors, managed product team during development, conducted root cause analysis to prevent project changes, and maintained stakeholder communication throughout the project.

January 2023 – Present Educational Video Streaming Platform

⏵ Translated organizational goals into a product vision, objectives (OKRs) and higher-level initiatives. Developed the product strategy and illustrated it using a compelling product roadmap. Achieved organizational alignment and stakeholder agreement on initiatives.

⏵ Led product discovery by conducting customer interviews to determine underlying customer needs. Created MVP tests to validate assumptions and developed prototypes for usability testing. Mitigated risks in planning phase which helped reduce budget by 15%.

⏵ Leveraged analytical tools in order to track metrics (KPI) and performance in order to ensure timely delivery of high-quality products

⏵ Directed a 25% market penetration boost and 30% quarter-over-quarter increase in user engagement during a pivotal feature launch.

August 2021 – December 2022 BigPlay (Sports Play Predictive API)

⏵ Managed the creation of an application that predicts big sports plays and alerts the user of a potential exciting play before it happens.

⏵ Boosted go-to-market success by 35% by identifying new growth opportunities, honing market strategies, developing compelling

user-centric roadmaps, relentless focus during execution, and maintaining a prioritized product backlog.

⏵ Launched a video streaming and play-by-play update feature that helped increase user engagement by 250% year-over-year.

⏵ Elevated contract renewal rates from 30% to 50% by articulating with conviction the merits for clients to adopt service agreements.

Chief Product Officer | SonicPay | Toronto, ON February 2021 – August 2022

Led operations and strategic direction of an online payment platform. Responsibilities included long range planning, global product

management, marketing, competitor analysis, stakeholder engagement, market research, and facilitation of software development processes.

● Defined company mission, organizational structure, conducted business feasibility studies, strategic planning, and other initiation efforts.

● Opened new marketing channels, and established global partnerships which increased user growth by 300% in 6 months.

● Launched innovative QR code wallet feature, increasing user engagement (payments on platform) by 200% in 6 months.

● Created user journey maps, personas, user stories, prototypes, proposals, acceptance criteria, and specs documentations.

● Streamlined customer success issue resolution time and increased user engagement satisfaction by 50% in 6 months by

building an API documentation chatbot using generative AI.

Product Lead (Reporting & BI Solutions) | Advanced Utility Systems | Toronto, ON February 2017 – October 2020

Served as a subject matter expert, leading the development of software products that are part of a larger systems implementation projects for

government clients and public utilities. The product focuses on city infrastructure data & financial reporting, and required the implementation of Microsoft Power BI business intelligence solution for data analysis and decision making.

● Helped increase market share of new BI tools by 15% by collaborating with executive leadership to define & execute product strategy based on business goals, industry trends, product discovery, and competitor analysis.

● Led requirement workshops in order to determine business requirements. Translated complex requirements into action-oriented technical work items for business approval, project management, and to facilitate development efforts.

● Conducted customer interviews in order to determine new features to add to existing business intelligence platform. Integration of the features resulted in better user experience and increased customer adoption by 20%.

● Assisted in the go-live of multiple cities switching from a legacy system to Advanced Utility’s flagship CIS Infinity system. Ensured smooth transition of project deliverables from development to over 500,000 end users.

Software Developer | Sensaura Inc. | Montreal, QC October 2015 – May 2016

Worked in a start-up environment directly under the CFO, CTO, and VP of Engineering. Responsible for project initiation, market research, developing product backlog, creating project schedule, gathering user requirements, and leading the development of the following applications:

Emotional Intelligence Dashboard

⏵ A historical dashboard which archived emotions (stress, happiness, anger, sadness, fatigue, etc.) of individuals using Sensaura API to track their emotional states. The primary technologies used to develop the dashboard included HTML, CSS, Bootstrap, JavaScript, JQuery, D3.js, DC.js, AngularJS, Express, MongoDB and Node.js. A JavaScript library called Crossfilter (a client-side OLAP server) was used for quickly grouping, filtering, and aggregating tens of thousands of rows of data rapidly.

Cross-platform Emotion Tracking Mobile Application

⏵ A cross-platform native mobile application that allows paired Bluetooth LE devices to stream heart rate data to Sensaura API. The API sent the emotional state of the user streaming their information back to the application and it was displayed on a mobile interface. The primary technology used to develop this application was C# and Unity3D.

● Maintained stakeholder communications and raised awareness about emotion recognition technology to potential investors, industry experts and the general public at events such as the Consumer Electronics Show (CES2016) and Montreal Startup Open House. Pitches to investors led to an early stage investment and multiple clients purchasing API licenses which increased revenue by 15%.

● Assisted with the strategic direction of company products by researching new wearable technologies to integrate within Sensaura’s core API, analyzing industry trends, carrying out user studies, and prototyping.

● Learned how to work with Bluetooth (Classic & LE) and ANT+ devices and how to setup the architecture for physiological experiments that used wearable devices and cameras to gather biological, speech and facial information from subjects for machine learning purposes.

**EDUCATION**

PMP Certification Project Management Institute (PMI) 2023-Present

● PMI candidate in the process of obtaining PMP certification (35 contact hours completion & experience managing projects)

Bachelors of Science University of Toronto 2008-2014

● Honours Bachelors of Science: Psychology and Computer Science