

# ASMA IMTIAZ

## Product Manager

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Islamabad, Pakistan

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## SUMMARY

Result-orientated product team leader with 6 years of experience covering project and product management including developing, implementing, and supporting products for fast-growing startups and industries. A fast and eager learner, I am detail oriented and adapt to changing project requirements quickly to meet business goals. Adept at building and maintaining strong relationships with stakeholders and managing competing priorities in a fast-paced environment.

## EXPERIENCE

### Product Manager

#### Troon Technologies

10/2022 - Ongoing Islamabad, Pakistan

Troon provides custom software development and brand marketing expertise across a broad client landscape, which includes Finance Blockchain, NTFS, Healthcare, IoT, EdTech, e-commerce, and unique business partnerships with the Indigenous Technology Community.

- Helped employer secure payments worth \$120,000 in the first 3 months of my joining.
- Brought back the work for a project that was considered closed by the client by identifying the areas where the potential update was required for product health.
- Kicked off a new product with minimum requirements that helped the company secure monthly payments by executing product discovery, requirements gathering, design, development, testing and launch in an iterative and incremental manner.
- Managed cross-functional teams of designers, developers, and engineers to deliver high-quality products on time and within budget.
- Managed all client and stakeholders relationships, negotiating terms, scopes and deadlines.
- Formal concept milestone presentations to Executive Steering Committee, securing shared vision and funding for future dev efforts.

### Product Manager

#### AN10 Pvt Ltd

10/2020 - 09/2022 Islamabad, Pakistan

AN10 provides end-to-end solutions to an entire IoT ecosystem, enabling people, governments, and businesses to take control of their technological evolution. This ecosystem includes intelligent hardware, intuitive applications, project delivery and innovative IoT platform.

- Launched 2 products for Telecommunication Users; Work force management mobile and web app, Enterprise Asset Management System web and mobile app.
- Launched MVP of a product in 4 months that customer use the product with basic and required features while delivering advanced feature in an iterative and incremental approach.
- Managed cross-functional team and stakeholder communication and led product development from discovery to implementation.
- Worked as Project Manager and Product Manager for both products.
- Managed all client and stakeholders relationships, negotiating terms, scopes and deadlines.
- Worked with internal and external stakeholders on identifying improvements, features and possible products.
- Conducted product demos with pilot and Beta customers to achieve deep customer empathy, uncover key workflow obstacles, new product feature sets and enhancements.
- Formal concept milestone presentations to Executive Steering Committee, securing shared vision and funding for future dev efforts.

## CERTIFICATION

### Certified Scrum Master(CSM)

Scrum Alliance

## EDUCATION

### BS(Software Engineering)

#### UET Taxila

11/2012 - 09/2016

## SKILLS & TOOLS

Figma CSM Project Management

Product Management Axure RP

MS Office Agile Postman

Lucid Chart UML Draw.io PRD

SRS SOW JIRA Teamwork

Slack SOAP UI Adobe XD

Easy Retro Photography Writing

User Experience (UX) API Testing

Blackbox Testing Functional Testing

Regression Testing UAT Test Cases

Test Plans

## PROJECTS

### Healthcare Staffing Management System

Industry: Healthcare

### GRT Health- Patient tracking using IOT

Industry: Healthcare

### Enterprise Asset Management System

Industry: Telecommunications

### Workforce Management System

Industry: Telecommunications

### Cadenza- An online Music Learning App

Industry: Education

### Knowledge Share United-LMS

Industry: Healthcare

## EXPERIENCE

### Project Coordinator

#### Troon Technologies

09/2017 - 10/2020 Islamabad, Pakistan

Troon provides custom software development and brand marketing expertise across a broad client landscape, which includes Finance Blockchain, NTFS, Healthcare, IoT, EdTech, e-commerce, and unique business partnerships with the Indigenous Technology Community.

- Gathered, analyzed and documented requirements for 8 products.
- Managed cross-functional team and stakeholder communication and led product development from discovery to implementation.
- Created project plans, timelines and budgets for multiple projects.
- Managed cross-functional teams of designers, developers, and engineers to deliver high-quality products on time and within budget.
- Performed functional testing on all products and helped customers with User Acceptance Testing.
- Worked with internal and external stakeholders on identifying improvements, features and possible products.
- Conducted product demos with pilot and Beta customers to achieve deep customer empathy, uncover key workflow obstacles, new product feature sets and enhancements.

### QA Analyst

#### Troon Technologies

03/2017 - 09/2017 Islamabad, Pakistan

Troon provides custom software development and brand marketing expertise across a broad client landscape, which includes Finance Blockchain, NTFS, Healthcare, IoT, EdTech, e-commerce, and unique business partnerships with the Indigenous Technology Community.

- Handled QA activities and QA planning.
- Created QA Strategy, QA Planning and QA Monitoring process. Preparation of High Level Test Scenarios, Test Cases and Test Script.
- Involved in peer review and re-work.
- Documented software defects using bug tracking system and reported defects involving program functionality, output, online screen and content to software development team.
- Ensure that the final product satisfies the product requirements and meet end user expectation.
- Spotted areas for improvement to enhance the product's efficiency.
- Research the current market for similar products and compare results.

### QA Analyst

#### Learnship

11/2016 - 02/2017 Islamabad, Pakistan

Learnship is a Germany based technology company laser-focused on improving the way people learn the language and behavioral skills by providing complete learning solution that includes self-paced, trainer-lead and next-gen blended training

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## REFERENCES

### Ahsan Shabbir

Technology Director, Troon Technologies  
ahsan@troontechnologies.com

### Karim Ullah

Manager, AN10  
kullah@an10.io

## PROJECTS

### Construction Cost Generation Application

Industry: Construction

### RxConcile- An online video consulting application

Industry: Healthcare

### Eventspot- An online event booking system

Industry: E-Commerce

### My Health Gut- A gut disease tracker application

Industry: Healthcare

### ICI Medical-LMS

Industry: Healthcare

### Learnship-LMS

Industry: Education

## STRENGTHS

- ◆ Out of the Box Thinking
- ◆ Leadership
- ◆ Organized and Self Disciplined
- ◆ Strong Intuition
- ◆ Critical Thinking
- ◆ Empathy

## LANGUAGES

### English

Advanced



### Urdu

Native



## HOBBIES AND PASSION

### Photography



### Music



### Art

