GHALIB NASEEM

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INFORMATION TECHNOLOGY PROFESSIONAL

Experienced professional with hands-on experience in product operations management, technical support, and analysis for a diverse clientele. Adept at adding value to company's product by developing and delivering impactful solutions.

Knowledgeable in product operations management and analysis, aiming to thrive as a proactive contributor within a dynamic and collaborative environment. Excelling at deciphering product performance metrics, pinpointing enhancement opportunities, and partnering with diverse teams to implement solutions for an enriched user experience. Proficient as a Technical Support Specialist, empowered to resolve intricate software issues, guaranteeing seamless client operations. Enthusiastic about orchestrating streamlined product lifecycles, leveraging expertise as a product analyst equips to illuminate market insights, ensuring alignment with customer needs.

Technical expertise includes…

Language:	Python, SQL, JSON, C++, JavaScript, HTML, CSS
Tools & Platforms:	Jira, Firebase, Notion, Google Analytics, MS Office, Mixpanel, Google Workspace, Sentry, Figma - Wireframes
Key Strengths:	Agile Methodologies, Product Lifecycle Management, Data Analysis, Market Research, Product Roadmap, Product Strategy, Stakeholder Management, Sustainable Innovation, User Stories, Requirements Analysis, Competitor Analysis, Product Discovery, User Experience, Customer Experience, Product Launch, Database Management, Technical Support, Software Testing

EDUCATION & CREDENTIALS

BACHELOR OF SCIENCE IN COMPUTER SCIENCE | LAHORE GARRISON UNIVERSITY, 2022
Projects: *House price prediction using Artificial Intelligence ~ Disease prediction using machine learning ~ Android application of attendance system using Java ~ Security System using C++*

INTERMEDIATE IN COMPUTER SCIENCE | DEFENCE DEGREE COLLEGE, 2017

TRAINING & CERTIFICATIONS

Become a Product Manager by Udemy, 2024

Foundation of Project Management Certificate by Coursera, Google, 2023

Agile Project Management Certificate by Coursera, Google, 2023

Google Analytics for Beginners Certificate, Google Analytics Academy, 2023

Mendix Low-Code Rapid & Intermediate Developer Certificate, Mendix & Siemens, S4 Digital Bootcamp 2022

Python Zero, Skill Development Program Certificate by Delta3T, Lahore Garrison University, 2020

Training: Python Zero, Mendix Low-Code Rapid and Intermediate Development, and Google Analytics for Beginners, Foundation of Project Management, Agile Project Management

EXPERIENCE HIGHLIGHTS

RICULT, Lahore, Pakistan   Jan 2023 – Present
Technical Support Engineer & Product Manager

Expertly applied project management skills to deliver technical support for clients in diverse regions during the account data migration process, including Pakistan, Thailand, and Vietnam. Additionally, rendered a keen eye for detail to manage technical support and client management activities, identified and resolved complex technical issues, and ensured smooth transitions with minimal operational disruptions, showcasing adaptability and strong cross-cultural communication in the field.

As a Product Manager, led product management initiatives at Ricult, a sustainable agriculture tech startup specializing in data analysis for mill owners. Managed data migration for Ricult-X platform across multiple countries,

and conducted user acceptance testing (UAT) for the new application release, ensuring a bug-free, high-performance launch aligned with sustainability goals.

Key Accomplishments:

- Conducted rigorous manual quality assurance testing for the Ricult X agent app, ensuring a flawless, user-friendly experience devoid of bugs and glitches.
- Executed User Acceptance Testing (UAT) to validate the app's functionality, usability, and performance, thereby contributing significantly to its overall excellence.
- Continuously enriched the app's capabilities by closely monitoring market trends and actively seeking user feedback, resulting in valuable solutions for clients.
- Exhibited linguistic prowess by meticulously adding missing translations, particularly in Urdu, to the app's JSON files, thus broadening its accessibility and reach to a wider audience.
- Crafted user stories that delineated the purpose and acceptance criteria for new features, promoting effective communication and alignment within the development team and expediting project success.
- Orchestrated seamless migration of data from the old app to the new one following the initial MVP launch. Instrumental in safeguarding data integrity and ensuring uninterrupted service for users.
- Took the lead role in configuring user accounts on Firebase, spearheading the entire user management and authentication process for the Ricult X agent app, ensuring secure and efficient user interactions.
- Facilitated regular standup meetings with engineering & design teams on Google Meet, championed implementing a squad-based approach, enhancing team productivity, and aligning project priorities.
- Delivered impactful product demos, effectively communicating sustainable features to internal stakeholders.
- Managed features crucial for the agricultural industry, including farm and farmer portfolio management, providing a comprehensive view of farming activities.
- Oversaw the implementation of field monitoring through satellite technology and analytics, contributing to efficient farm operations.
- Worked on an interactive map view feature, allowing for easy monitoring of farm portfolios.
- Contributed to the sustainability of agriculture practices by integrating technology to optimize farm operations and enhance productivity.

DARYAFT DIGITAL, Lahore, Pakistan   Aug 2022 – Jan 2023
WordPress Web Developer

Coordinated with clients to understand needs, launch multiple websites, and deliver tailored solutions for improving online presence. Composed HTML and CSS scripts to create visually appealing websites using WordPress. Identified, addressed, and resolved complex issues by delivering robust technical support to clients. Prepared website proposals to clients to understand the scope, objectives, and details of a website.

Key Accomplishments:

- Thoroughly examined website traffic and performance data using Google Analytics, extracting invaluable insights to inform strategic decisions and improve user engagement, site usability, and overall performance.
- Innovatively integrated cutting-edge plug-ins and extensions, significantly enhancing website functionality, elevating user experience, and facilitating increased website usability and interactivity.
- Crafted comprehensive user guides, effectively improving visitor satisfaction by providing clients with clear, concise explanations of site features and their management.
- Developed a user-friendly guide empowering clients to efficiently determine and manage website features, resulting in heightened visitor satisfaction and increased client autonomy.

KEY PROJECTS

ACCOUNT DATA MIGRATION (RICULT)

- Oversaw the account data migration process for customers in Pakistan, Thailand, and Vietnam while utilizing excellent coordination and problem-solving skills.
- Developed Jira tickets to capture issues and outline desired outcomes, thereby optimizing the development workflow and expediting issue resolution.

- Promoted a cohesive interdepartmental work environment through collaboration with cross-functional teams to ensure the app's excellence.

QUALITY ASSURANCE FOR NEW APPLICATION (RICULT)

- Played a key role in the development quality assurance process of the latest Ricult application.
- Improved the overall user experience across multiple countries by delivering valuable insights and recommendations to team members.
- Assured top-notch quality by performing meticulous manual QA testing for Ricult apps.

Release of Post-Mvp Ricult X Agent App (Ricult)

- Successfully led the development and launch of the Ricult X Agent App MVP on both iOS and Android platforms.
- Conducted comprehensive manual quality assurance testing to guarantee a bug-free and seamless user experience during the MVP launch.
- Actively monitored user feedback and market trends to enhance the app's features and provide valuable solutions to clients.

SCENT O CLOCK (ECOMMERCE FRAGRANCE WEBSITE)

- Identified and examined specific requirements, website traffic, and performance information to design custom solutions for clients to meet their needs.
- Integrated a payment gateway and implemented custom plugins to enhance the user experience.
- Applied WordPress and WooCommerce to create an ecommerce website of a fragrance.

THE VERTICLE (REAL ESTATE DEVELOPER WEBSITE)

- Developed a website for the local real estate developer as well as incorporated responsive design using CSS that helped in increasing their online presence and generate leads for their business.

VISIT BALOCHISTAN (BLOG SITE)

- Acted as the Creator & Editor to edit content, select images, manage the design and layout of the website, execute SEO strategies, and conduct keyword research and on-page optimization using Google Analytics.