**NABILA SYED**

|  |  |
| --- | --- |
|  |  |

Walnut Creek, CA 94596 | (480) 463-0938 | nabs@asu.edu

Product enthusiast driven to help customers and businesses have a better user experience. Solution oriented professional with industry experience in categorization and analysis of Business requirements, Process improvement, and Product management with strategic delivery approach.

**WORK EXPERIENCE**

**Senior Product Manager, Wells Fargo San Francisco, Sep 2017-Present**

* Engage cross-functional teams throughout Frontend and Backend digital product Desktop and Mobile (IOS/Android) applications. Lead the product strategy, roadmap and MVP execution for money movement products by collaborating with technology, design, engineering, quality assurance, and solution architecture teams globally.
* Create user stories, facilitate feature grooming sessions, own the backlog prioritization and lead sprint demos to stakeholders. Initiate multiple requirement gathering and brainstorming sessions, customer surveys and interviews with business area experts, and translate them to the product team with supportive business process documentation.
* Produce business and technical requirement artifacts like Use Cases, UML, Maintenance Requests, White Papers, Business and Display Rules, Reporting and Supplemental (Non- Functional) Specification for assigned projects. Track and maintain stakeholders request enhancements and changes using Requirement Traceability Matrix.
* Analyze current and future state business problems and proposed system enhancements while assessing impact to existing functionality, Current or existing APIs and business processes.
* Led the Mobile Deposit and Online Wires team to quickly implement safer transaction measures in an increased fraud environment as a result of COVID19. This resulted in 10% more customer acquisition due to increased confidence in the product.
* Led a high-profile internal digital application for the company. Successfully rolled out an in-session warning prompt that reduced the number of unintended duplicate payments by 80%.
* Led a project to develop a rating prompt for Android and iOS resulting in significant ratings and review increases within one quarter.

**Product Manager, Cetera Financial Group Inc. San Diego, Jan 2017-Aug 2017**

* Work alongside VP of Product and Strategy by developing detailed project related documentations. Fully responsible and accountable for developing business and functional requirements with external service providers.
* Manage the Business action-log and follow up with business stakeholders to close items. Formulated and defined Business Scope. Skilled in user research, data analysis and utilizing the data to create customer-focused features.
* Created Use-Cases, Business RFPs after accessing the status and scope of the project and presenting the business and technical processes. Documented results through PDD, BRD, FRD, UTM, and other end user documentations adhering to company standards and regulations by getting them approved within release milestones.
* Led the business and technical team to develop and modify processes to resolve complex business issues by using advanced system solutions. Performed review of impacted systems technical and logical design to update existing systems or processes with minimal support.

**Product Manager, Wells Fargo Des Moines, Oct 2015-Dec 2016**

* Strategically analyzed Wells Fargo's Credit Card System periodically, which required updates to reflect the current Credit Risk Policies. Directed a well-defined solution to the Problem of Continual Risk Analysis efforts needed to enhance the current underwriting system requirements. Presented a successful solution for identifying and implementing decision system changes for Desktop, Mobile (IOS and Android) and Web application. Increased product line revenue by 20% through introduction of new enhancements in Credit Risk Features.
* Coordinated with third party credit bureau companies to upgrade to latest versions of FICO score used in credit decision strategies to incorporate the latest available predictive capabilities thus ensuring the viability of future designed products. Managed the application that communicates with all three credit bureaus and other key vendors involved in the credit card acquisitioning process.
* Monitored and Reviewed QA processes and skills like Test Strategy, Test Plan, Test Scenarios, Test Cases and Test Data, test execution and defect management
* Key member in the recruiting panel and knowledge transfer for new hires.

**Solution Center Consultant,** **Arizona State University** **Arizona**, **July 2014-Jan 2015**

* Assisted customers by troubleshooting technical issues in ASU blackboard, ASU online services with effective case wise Ad-Hoc analysis and reporting. Logged and documented all issues and change requests in SharePoint ensuring that they were resolved within the expected SLA, adopting the Knowledge Centered Support.
* Worked with tools like Salesforce, Sharepoint for processing change requests and handling complex customer situations. Worked on ServiceNow for Change Management, Incident Management, Incident tracking, SLA Reporting, and dashboards for different student profile and staff portfolio cases.

**Product Associate**, **Amazon Development Center India, Aug 2012-April 2013**

* Responsible for kaizen activities for the launch of Amazon.in. Worked with On-site and Off-shore teams in coordinating and solving critical customer cases. Monitored agent calls and customer surveys for quality assurance.
* Performed GAP Analysis by identifying existing features on the website and documenting enhancements.

**TECHNICAL SKILLS**

**Utility Tools:** MS Office Suite, MS Project, MS Visual Studio, PeopleSoft, MS SharePoint, Service Now, Enterprise Architect, Sales force. **Computer Languages/ Web Technologies, DB:** XML, HTML, JavaScript, SAP, MATLAB, Python, MS Access, SQL Server, Oracle 9i/10g. **Data Analysis:** QTP, ClearQuest, JIRA, Confluence, SQL, Tableau, ETL, Minitab. **Design/ Modelling Softwares:** Microsoft Visio, AutoCAD, InVision. **Core Competencies:** Business Process Modeling and Analysis, New Product Development, Process Mapping, Business Process Reengineering, Continual Process Improvement, Strategic Technological Planning, Product Management, Executive and end user presentations, Root Cause Analysis, Gap Analysis, UML, Data Analysis (Smoke, Functional, Integration, Regression, UAT), Release Management & End user Training, Project and Relationship Management. **Certifications**: XML language, Visio 2019, Product Owner UseCase 2.0, Agile Methodologies.

**EDUCATION**

Master of Science - Mechanical and Industrial Engineering - Arizona State University *-* Jan 2015