

SHAHRIAR SHAHID

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SUMMARY

- User focused, cross-functional product leader with deep passion for innovation, performance and simplicity
- An accomplished product strategist, skilled in mapping innovation, building transformational business models, craft data-driven product roadmaps, develop UX strategies and deliver products that goes beyond the ordinary
- Passionately build high-performing product teams aligning the stakeholders, designers, developers, and customers drawing the right energy & synergy; and lead the 'Product Discovery & Delivery' phases to achieve goals
- 'Design Thinking' strategist to build and deliver products with powerful 'Experience and Outcomes' i.e Imagine Radio, Shohoz 3.0 or Slate, each transformed user problem into powerful experience & outcomes
- Designed and delivered products that serve 7+ million users everyday with 10+ digital/online products - native apps & web apps. Lead the product journey from kickoff to market launch and beyond
- A dedicated agile practitioner and Certified Scrum Product Owner (CSPO)

EXPERIENCE

SHOHOZ SUPER APP

<https://www.shohoz.com/>

October 2019 - Current

Head of Product at Shohoz, the largest Super App in Bangladesh

Shohoz is the largest SuperApp in Bangladesh. Currently leading the 'Product Department' with a current portfolio of 7 products and 6 million users

- Transformed and launched the industry first Superapp 3.0 category named Shohoz 3.0
- Lead the Shohoz Super App Product Department with 7 Product Managers and 6 UX designers
- Product Portfolio (current): Food Delivery, Ride Sharing, Ticket, Logistics, Health, Covid Tracer
- Lead the transformation of Shohoz into Shohoz 3.0 - jointly with global design consultant **IDEO San Francisco**; a complete Product+Platform transformation to lead the market
- Currently building 'Customer Data Platforms' for Shohoz to build deep data capability at Shohoz
- Building 'Cross Platform' recommendation engine for a unified user experience
- Introduced 'Product Ops' and 'Design OPS' and Analytics teams within the Product Department
- Build the product culture around 'Outcome Driven Innovation'

IMAGINE RADIO (Music Streamin App)

<http://imagneradio.io/>

September 2018 - February 2020

Co Founder & Head Of Product, Imagine Radio, Dhaka Bangladesh

Lead the Product, Technology, Content and User Acquisition initiatives at Imagine Radio, the largest and fastest growing Streaming Entertainment Platform in Bangladesh. Building the first machine learning driven 'Content Experience Platform' that is transforming the digital entertainment ecosystem in the country.

- Lead the total product vision, feature & platform strategies, user & musician acquisition, content strategies, rights management as well as team development
- Lead the product roadmap and supervising 2 dev teams and 1 UX team, 1 marketing team
- Currently ranked #1 music streaming platform in Bangladesh

SLATE

April 2016 - April 2018

Product Manager at SLATE - The 'Homeowners & Renters' Insurance Application At Verox Tech Limited, Los Angeles, California, USA

SLATE is a 'Homeowners & Renters' property & inventory management app based in Los Angeles and targeted for the property markets in California and Florida, USA that integrates Machine Learning in delivering claims services, settlement processing and more

- Responsible in delivering the 'Claims Management' module of the application
- Transformed the Claims Filing process and reduced time required from 8 minutes to 2 minutes
- Developed UI strategies and Design Standards for App and Website. Designed user flows, wireframes, functional specs, visual designs and prototypes.
- Introduced 'Claims Score' - an automated Claim-Status notifications with real-time customer awareness of claim status. Significantly enhanced customer satisfaction, improved retention as well as reduced customer service inquiries.

LENOVO GAMESTATE

January 2016 - April 2016

www.lenovogamestate.com

Product Design Strategist (Contract) - UX Research & Engagement

Lenovo Gamestate (www.lenovogamestate.com) is a crowdsourced indie game development platform where gamers participate to develop game strategies, characters development as well as artworks and designs. As the Product Consultant - Web User Research and Engagement I have performed the following

- Gamer Persona: Developed User Persona (Gamers Persona) utilizing Qualitative Research, In-Depth Interviews, Online Surveys, User Analytics as well as observation
- Define User Journey and Established the user analytics and engagement KPI's
- Developed content engagement strategies for gamers interaction and contribution for artwork, character and gaming level development

THE DAILY STAR

September 2012 - September 2015
www.thedailystar.net

THE DAILY STAR

October 2007 - September 2012
www.thedailystar.net

Quantum Consumer Solutions Mumbai, India

January 2006 - October 2007

Product Manager - www.thedailystar.net (Largest news-media website in Bangladesh)

Product Manager - The Daily Star iOS and Android Apps

Product Marketing Manager - The Daily Star Digital Platform

The Daily Star is the leading English news-media platform in Bangladesh with 76% audience market share. Lead the project starting from vision, business model to user research and user journey, product roadmap, content and social engagement platform strategies, product roadmap and successful product launch

- Was responsible to transform 'The Daily Star' - print publisher in to a digital news-media platform
- Lead the platform transformation for every digital assets that had a URL
- Lead UX, feature development, and conversion optimization and monetization strategies
- Lead user acquisition and content engagement strategies. Achieved 6 million website visitors in
- Lead marketing and brand building and user engagement campaigns for mobile apps
- Achieved user acquisition target in 2 month. 500000 + app downloads in both iOS and Android platforms
- Lead partnership drives with Ad Networks and Content Partners, Twitter & Facebook
- Achieved No. 1 ranked English platform news-media apps and 2nd highest monetized app in the country

Head Of Marketing, The Daily Star

Manager & Head of Marketing & Business Development department. Responsible for all marketing, brand, business development, partnership, product development activities.

- Business development, product development, strategic planner and research head for The Daily Star
- Supervised the in-house Creative agency team - DSCreatives
- 20+ campaign development & rollout projects with multiple partners and agencies
- Cannes Lions delegate nominations for outstanding creativity and innovation

Researcher & Brand Consultant

Quantum Consumer Solutions (later transformed into Quantum 360) is the leading brand consulting, market research and strategic solution provider working across south Asia and Middle East. Worked with Quantum as the Researcher and Brand Consultant for brands and clients like British American Tobacco, Unilever, Telenor, TATA, Bharati Airtel Standard Chartered Bank, etc.
- Conducted 25+ consumer research in Asian & Middle Eastern markets.

SPECIAL PROJECTS & AWARDS

- First city branding project in Bangladesh 'Odommo Chattagram' - lead the project as the Project Director
- Cannes Lions Delegate in Cannes Lions Festival of Creativity 2012 (First Cannes Delgate from Bangladesh)
- Global 25 Top Winner - Business Model Competition 2008/2009 - UN Youth Assembly, Geneva Chamber of Commerce and CASIN Geneva.

PROFESSIONAL DEVELOPMENT

- Big Data, AI & Machine Learning in FinTech by Alqami & Delta Capita, 2020
- Scrum Alliance - Certified Scrum Product Owner®, 2016
- UX Strategies and Prototyping with IDEO.ORG
- San Francisco Design Week - Design Sprint Workshop, 2016
- Google Squared - Digital Marketing Strategist, 2015
- UI - UX Strategies for Publishers - Workshop by WAN-IFRA, 2014
- Eat Big Fish - Workshop on 'Building A Challenger Brand, 2012

EDUCATION

- 2015 : New Media Marketing (professional program) - University of California Los Angeles
- 2005 : Bachelors in Computing & Business - BROCK UNIVERSITY, St. Catharines, Ontario, Canada

TOOLS

- Skills
 - Strong Skills in Design Thinking & Business Model
 - AHA, InnovateNow, Wizeline
 - Jira, Trello, MS DevOps Server
 - Figma, Adobe XD, Sketch, etc
 - Google Analytics, CleverTap, Kissmetrics
 - Google DFP, OpenX
 - Microsoft Office package
- Familiar With
 - Python (Beginner, still learning)
 - Java Script (Beginner)
 - Data Visualization (Basic)
 - HTML, CSS, Wordpress
 - MSSQL, MySql

SPECIALITIES

- Fintech Innovation, Strategy & Governance Framework
- Design Sprint & JTBD
- Design Thinking, HCD and Application
- User Research - Analytics, Qualitative, Quantitative & Observation
- UI/UX Strategy, Design, Mockup & Prototyping
- Agile-Scrum Product Development
- Team Leadership & Bootstrapping
- Product & Innovation Strategy

ADDITIONAL ACTIVITIES

- UX & USABILITY TESTER - at TryMyUI.com, UserZoom
- TRAVELLER - traveled 23 countries in Asia, North America, Europe and Africa