



NASIM MIRZAEI CHEGENI

Product Manager

As a passionate and driven Product Manager, I thrive at the intersection of product innovation, user-centered design, and cross-functional collaboration. With a background as a product designer and several years of experience in business management, I bring a unique blend of skills that allow me to bridge the gap between design, engineering, and business objectives.


I am motivated by the challenge of delivering value-driven solutions that meet both user needs and business goals. My ability to collaborate seamlessly with cross-functional teams, understand customer insights, and align them with strategic business objectives is what fuels my commitment to driving product success and growth.

Language(s)

- **Persian** Native
- **English** Full professional proficiency
- **Spanish** Limited working proficiency
- **German** beginner

Technical Capabilities

- Jira
- Confluence
- Figma
- Canva
- User Research
- Wireframing and Prototyping
- Design Guidelines
- Usability Testing
- A/B Testing
- Cross-Functional Collaboration
- MS Office-Advanced
- Trello
- HTML

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 portfolio: <https://nasimmirzaei.ir>

 www.dribbble.com/NasimMirzaei

Professional Experience

Product Manager 11/2024-Present Smart Rahand, Tehran (Iran)

- Led daily stand-ups, fostering team alignment and clear communication among developers, designers, and test engineers.
- Managed and coordinated cross-functional teams across multiple projects and platforms, ensuring timely delivery of high-quality outcomes.
- Collaborated closely with test engineers to oversee product quality and resolve bugs efficiently.
- Conducted daily and weekly stakeholder meetings to align on project goals, progress, and deliverables.
- Developed and maintained Work Breakdown Structures (WBS) and Gantt charts, tracking project progress and proactively following up on pending issues.
- Delivered detailed weekly progress reports to the CEO, highlighting milestones, risks, and actionable plans to drive project success.
- Successfully balanced competing priorities across several ongoing initiatives in a fast-paced fintech environment.

Senior Product designer 04/2024-09/2024 Engensis, Remote Sydney (Australia)

- Redesigning company website which help users to understand better the services and increase the number of consulting registration rate.
<https://ventures.engensis.com/>
- Designed and optimized user journeys, ensuring that product features aligned with user needs and business goals, resulting in a more intuitive user experience and higher user engagement.
- Collaborated closely with cross-functional teams to develop and refine product roadmaps, prioritizing features and ensuring successful implementation of key initiatives.
- Conducted user research, usability testing, and A/B testing to gather insights, validating design decisions and improving product performance based on data-driven outcomes.
- Contributed to a significant increase in user retention and satisfaction by improving critical user flows, resulting in a 87% increase in feature adoption.

Product Manager/ product designer 2022-2024 uxui.pioneers, Freelance

- Led end-to-end product development processes, ensuring alignment with client business goals and user needs.
- Created and managed product roadmaps, prioritizing features based on user feedback, market research, and business objectives, leading to improved project execution and timely deliveries.
- Designed user-centric interfaces and experiences, resulting in improved user engagement and satisfaction, driving up customer acquisition and retention rates for client businesses by 90%.
- Conducted market and competitor analysis to identify opportunities for product differentiation, which contributed to 80% growth in client sales and user adoption.
- Facilitated regular communication between stakeholders, design, and development teams to ensure project transparency and alignment, improving cross-team collaboration and decision-making efficiency.

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Strengths

- Communicative
- Leadership-driven
- Empathetic
- Problem-solver
- Adaptable
- Time-efficient
- Conflict-resolver
- Collaborative
- Detail-oriented

TRAINING

- Product Management
- IELTS
- CRM (Customer Relationship Management)
- Agile methodology
- Project management
- Strategic management
- Prototyping

Business analyst

2020-2021

Barg (A/I), Copenhagen (Denmark)

- Managed client accounts, delivering exceptional customer service and ensuring client satisfaction.
- Developed and executed account strategies to maximize revenue and build lasting relationships.
- Demonstrated strong organizational skills by managing multiple client projects simultaneously.

Associate Product Manager (APM Intern)

2018-2019

ING Bank, Madrid (Spain)

- Facilitated improved communication and collaboration between development and business teams, ensuring alignment on project goals, timelines, and deliverables.
- Led daily stand-up meetings to track progress, address blockers, and keep cross-functional teams aligned, resulting in faster decision-making and streamlined workflows.
- Owned the creation and management of user stories, ensuring all features and enhancements were well-documented and aligned with stakeholder needs.
- Developed and maintained the product roadmap, prioritizing features and ensuring smooth execution from planning to delivery.
- Coordinated testing efforts, working closely with QA teams to ensure the quality of features before release, reducing post-launch issues by 80%.
- Increased the number of projects and features reviewed, refined, and approved during stakeholder workshops, leading to more efficient approval cycles and timely product releases.
- Fostered cross-team communication, engaging with marketing, sales, and support teams to ensure a cohesive approach to product development and launch.

Senior Banker

2011-2017

Ayandeh Bank, Tehran (Iran)

- Direct responsible for private customers (top 150 customers).
- Electronic Banker.
- Customer App/Web satisfaction monitoring in terms of requirements and improvements and (nominated as the best banking mobile app).
- Managed private customers, delivering tailored customer service and banking solutions.
- Monitored customer satisfaction and implemented improvements for the banking app.
- Collaborated on a mutual contract between the bank, capital market, and insurance.

EDUCATION

2024

MBA, Strategic Management

Tehran University, Tehran (Iran)

2023

UX/UI In Action

UX Land, Seattle (United State)

2018 - 2019

Master of International Business-Big Data

EAE Business School, Madrid (Spain)

2005 - 2011

Bachelor of Electrical Engineering- Electronics

Karaj Azad University, (Iran)