

Negin Yashmi

Reliable, energetic Product Manager with over 7 years of experience in tech industry

Enschede, Netherlands

negin.yashmi@gmail.com

<https://www.linkedin.com/in/neginyashmi>

EXPERIENCE

Bizzdesign – Product Manager

JUNE 2022 – PRESENT

Bizzdesign is a leading enterprise architecture software helps complex businesses with their digital transformation endeavors.

Leading and managing two successful tech teams and enhancing engineering processes and agile methodologies implementation, regular sessions with internal and external stakeholders, successfully developed and launched three promising user-centered new features in a year, creating vision, planning, and refining backlog.

MyDigipay — Senior Product Owner

APRIL 2021 – JUNE 2022

Digipay is one of the largest payment firms in Iran, with over 2M customers.

Responsible for defining and implementing the strategic direction. Managing the product backlog, prioritizing needs (internal/external stakeholders), and evaluating product progress at each iteration. Direct monitoring of design processes like user experience design, user interface design, prototyping, and usability tests

Bahar E-Commerce Services — Chief Product Officer

DECEMBER 2018 - APRIL 2021

Launched and managed three production lines, such as gateways to support digital payments and user checkout pages; worked extensively on online payments, cancellations, and refunds (APIs/SDKs).

Evand — Senior Product Owner

OCTOBER 2017 - DECEMBER 2018

Understood the drop-off in conversion flow from Acquisition to Activation and set up a strategy to overcome and improve the funnel ~120k customers

EDUCATION

University of Tehran— Master of Industrial Design

OCTOBER 2011 - JUNE 2013

GPA: 19.02, Distinguished graduate, forward in UT women's futsal team

PROJECTS

MYTEHRAN (redesign)— Tehran Municipality Organization

MyTehran is a city services application with 3M users. As a leader of the Experience Design team, I managed product releases and executed the end-to-end UX integration plan. Reduced the bounce rate by ~36%

SKILLS

Stakeholder Management, Agile methodologies (SCRUM), Roadmap planning, Design Thinking, Task prioritizing and monitoring, Backlog Management, Strong decision making, Complex problem solving, Collaboration and teamwork

SOFTWARES

Jira, Asana, Monday, thiga, Microsoft Office, miro, Figma, adobe photoshop, adobe XD

LANGUAGES

English C1

Dutch A1

COURSES

[Google Data Analytics](#)

[Google Project Management](#)

[Advanced Valuation and Strategy](#)

[Leading the Modern Day Business](#)

[Digital Skills: UX](#)