TANVIR AHMED

PRODUCT MANAGER

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PROFILE SUMMARY

A product manager with years of experience in enterprise IT services for E-commerce, B2B, Online Marketplace, GPS tracking, and Directory. An adaptable, personable, and creative professional with the ability to align technological progress and long-term value creation.

WORK EXPERIENCE

Product Manager
Truck Lagbe l Dhaka, Bangladesh   February 2022 – Present

- Currently engaged in developing a SAAS product with a focus on fleet management, leveraging my expertise in technology and industry insights.
- Recognized an untapped market opportunity and spearheaded the successful launch of a groundbreaking truck buy-sell marketplace. Surpassing initial sales projections, the product achieved an unprecedented 300% increase in sales within its inaugural quarter.
- As the Product Owner at Truck Lagbe, I orchestrated the conceptualization and execution of pivotal features essential for platform enhancement. This included milestone additions such as mileage tracking, GPS web panel integration, a revamped live tracking system, streamlined payment journeys, custom package creation, marketing panel implementation, compliance feature enhancements, optimized terms and conditions, and an upgraded reporting system. These initiatives collectively bolstered the platform's functionality, user experience, and compliance standards.
- Interpreted data to understand the most used feature and conducted a survey to understand churn user problems and after the deployment of the proposed solution improved the conversion rate by 10 Percent and reduced churn by 5 Percent.
- Identified from Mixpanel funnel and payment analytics that online payment was underperforming, and recommended payment design revamp that led to a 12 Percent increase in online payment number.
- I managed Product roadmap, Product backlog, Product marketing, management, negotiating terms, deadlines, and stakeholder relationships.

Associate Product Manager
weDevs l Dhaka, Bangladesh   June 2021 – December 2021

- Dokan is a product with 60k users. I was responsible for Conducting research to understand demand and identify requirements followed by wireframing, prototyping, and User story. I oversaw product development from inception to implementation on several features for Dokan, Some of them are:

- Seller badge, Different Seller badges on an eCommerce profile show the frequency of a seller posting, listings, etc. Vendor Notification. The vendor gets notified for every approved order, review, or withdrawal request.
- WooCommerce Backorder, Receiving orders even when the product is out of stock with custom massage and restocking time
- Quote Request for the vendor, Where a company solicits select suppliers and contractors to submit price quotes and bids for the chance to get a discount.
- Abandoned Cart, The vendor can set predefined Email to retain users who abandoned their cart during the checkout of an e-commerce store.
- Booking Accommodation Integration, This integration in WC allows you to sell your Accommodation booking
- Vendor stores set up progress, To motivate the vendor to complete their store set up and show them the progress.

Product Manager

Triamatter Interactive   September 2018 - December 2020

- Co-founded and led a dynamic agency specializing in diverse client-based projects, notably including the development of mobile applications for a laundry service and medicine delivery, among others. Additionally, conceptualized and worked on a directory platform venture.
- Successfully pitched the directory platform idea to various investors, securing interest from a reputable angel investor for seed funding. However, the unforeseen impact of the COVID-19 pandemic significantly altered market dynamics, leading to the withdrawal of investment interest. Consequently, the venture had to be discontinued.

EDUCATION

BSc in Computer Science and Engineering
Northern University Bangladesh   January -2021

EXPERTISE

Agile Methodologies, Scrum Project management, SDLC.

Communication skills, Negotiation skills.

User survey, A/B testing, Market research, Business Analysis.

UI/UX, Prototyping, Development.

TOOLBELT

Trello, Jira, Asana, Notion, G-suit

Mixpanel, Excel.

Figma, Figjam, XD, Balsamic