

Mohammad N. Khalaf

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PROFESSIONAL EXPERIENCE

Product People

Remote

Associate Product Consultant

Apr 2022 - Jul 2022

- Introduced 3 Amigos and led sprint planning and retrospectives resulting in Minimizing the overhead for the Engineering Squad by 15%.
- Led cross-functional teams of 16 developers to build new features thought out having daily's to debugging issues to unblock developers, managing project schedules, and coordinating project goals and Milestones.
- Clarified User Stories throughout adding Acceptance Criteria and definition of done leading to a 30% reduction in errors and bugs.

PipPipYalah

Remote

Product Manager

Jan 2021 - Mar 2022

- Conducted a discovery workshop, which led to discovering a critical problem in our business model which was costing the company more than 100,000\$ annually.
- Collaborated with a team of engineers and designers taking a user-centric approach within two-week sprints to build and test 30% more ideas than the historical best.
- Created a Product Roadmap document detailing our MVP while aligning stakeholders on a realistic delivery timeline through prioritizing features leading to an increase in our efficiency by 15%.

Freelancer

Remote

User Research

Mar 2020 – Jan 2021

- Supported discovering a \$2M market opportunity through coordinating Market Analysis, Customer interviews, and Surveys.
- Created Product Personas by analyzing historical and new data using Excel and SQL accumulated from Market research and client database resulting in 16% more accuracy in targeting users.
- Designed and led three usability studies with more than 100 participants.

PERSONAL PROJECTS

Product Manual 2.0

Jan 2021 - Dec 2021

- Created a Database using Notion that contains the most innovative takes on Product Management where you can find resources ranging from Articles, Tools, books, and more.
- Built a website using WordPress to promote my project where I have reached more than 1500 visitors and accumulated 350 signups.

SKILLS

Google Analytics, SQL, HTML, CSS, Jira, Notion, Figma, Excel, WordPress