

ABEER MUSTAFA

UX Designer / Product Manager / Product Owner

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Experienced manager and collaborative team player with a strong focus on user-centric design and problem-solving. Seeking opportunities to enhance user experiences.

WORK EXPERIENCE

UX Designer / Product Manager - DialedIn - Bellevue, WA

May 2016-Dec 2022

- Worked with researchers, developers, and designers within an agile environment, actively contributing to all stages of delivering custom product solutions.
- Proficient in managing end-to-end project lifecycles, from requirements gathering and initial planning to successful execution, encompassing build, user acceptance testing, launch, comprehensive training, and ongoing support.
- Worked closely with internal and external stakeholders, and users to identify impactful UX design and research opportunities.
- Conducted competitive qualitative and quantitative UX research, analyzed data, defined user stories, and uncovered user pain points.
- Performed manual application testing in parallel with the software development lifecycle to document, track, and resolve issues leading to improved product quality.
- Refined UX strategies and evangelized the product vision by maintaining an accurate and achievable roadmap.

Product Owner - RishtaPakistan - Dublin, Ireland

Feb 2014-May 2016

- Conducted market research, and competitive analysis, and collected user feedback to define new features and integrate them into the development lifecycle through collaboration with developers.
- Planned and implemented user experience strategies to ensure the integration of customer needs into product design and delivery.
- Collaborated with stakeholders and UX designers to effectively present ideas through rapid prototyping.
- Contributed to Quality Assurance (QA) for the developed product to ensure features and functions meet requirements and have been optimized.

Content Specialist — Ovalcom - Lahore, Pakistan

Oct 2008-May 2014

- Created and managed multiple WordPress websites.
- Developed engaging web content and promotional material.
- Designed digital strategies to increase online traffic (SEO, Google Ad Words) to generate leads.
- Utilized Google Analytics to collect and analyze data to improve site features and navigability.

EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY

MS. in Human-Computer Interaction

Rochester, NY

Expected Fall 2025

UNIVERSITY OF THE PUNJAB

Masters in Business Economics

Lahore, Pakistan

CERTIFICATION | SKILLS | TOOLS

- **Skills:** Product Lifecycle Management, Agile Methodologies, UX Design, UX Research, Prototyping, Manual Software Testing, Competitor Research, Responsive Web Design, basic programming, basic javascript, and Technical Training.
- **Tools:** Figma / Adobe XD, Adobe Creative Suite, HTML / CSS, Bootstrap, Jira, Trello, Asana, Slack, Qualtrics, LaTeX, WordPress, MailChimp, SurveyMonkey.
- **Certifications:** Google UX Design Professional Certification