Nada AbdElAziem

Eligible to work in the UK

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Wembley, London, UK (HA9 0SE)

PROFESSIONAL EXPERIENCE

TUI UK & Ireland   August 2023 - Present
Product Owner | First Choice - Search & Book

- Helped establish the digital owner role for the First Choice business, collaborating with the Product Lead and Tech Leads to set up Search & Book teams and develop streamlined processes for efficient delivery of technical initiatives
- Define and build quarterly roadmaps in collaboration with business stakeholders and tech leads, ensuring alignment with strategic objectives and facilitating efficient delivery of customer-focused features
- Collaborated with data science teams to develop a machine learning sorting algorithm, increasing conversion rates by displaying more relevant results based on customer search preferences. Initial results showed a 37% higher conversion rate compared to our previous commercial sorting algorithm
- Implemented Apple Pay, leading to a 13% boost in mobile checkout conversions, enhancing customer flexibility and convenience
- Introduced a new flexibility/insurance product, achieving a 1.63% adoption rate within the first month, relative to overall bookings
- Improved booking conversion rates by 11% through implementing enhancements to streamline the booking flow, providing clarity around alternative flights availability and room options, and improving price breakdown communication
- Achieved a 15% increase in quarterly e-commerce conversion rates by optimizing touchpoints, including search results and unit details, to provide clear information on flexible payment options

elmenus Egypt   May 2022 - March 2023
Product Manager | Fleet & Post-Ordering

elmenus is an online food ordering startup operating in Egypt's 4 biggest cities.
- Worked on elmenus' 3 primary products (User App, Rider App, and internal Fleet Management System) by leading 2 cross-functional teams of Software Engineers, UX Designers, and Data Scientists to deliver features
- Generated an additional weekly revenue of 2.75 Million EGP by driving an 11% increase in demand through the implementation of a flexible restructuring of the ordering process
- Optimized cost per order by working with Data Scientists to develop location validation models, reducing out-of-zone trips by 12%
- Reduced Support Cost per Order by 5% through implementing Rider Tracking on the user app, lowering Customer-to-Support Contact Rate
- Managed Data Engineering projects to enhance Fleet Operations efficiency: automated Rider payment pipelines and performance monitoring models

TrianglZ, LLC. Egypt   October 2021 - May 2022
Product Manager

TrianglZ is a software development and product consultancy house.
- Led cross-functional Scrum teams (Engineering, UX Design & Quality Control) to achieve successful design and delivery of digital products for start-ups
- Worked closely with clients (business founders) to define their product vision and build product roadmaps that align with their strategic objectives
- Collaborated with 2 clients (EdTech and eCommerce) on product strategy alignment and provided technical project management for a third client (Cryptocurrency Exchange)
- Revamped and launched marketplace client's Retailer-Wholesaler-Marketplace platform, resulting in a 50% increase in incoming order volume within the first month

RSA Security Egypt   **September 2018 - October 2021**

Senior Technical Instructional Designer/Instructor | Enterprise Anti-fraud & Authentication

Education Services Program Manager | Outseer - Enterprise Anti-fraud & Authentication

Dell EMC Egypt   **August 2015 - September 2018**

Senior Analyst | Technical Support - Storage Virtualization & Data Protection

Misr International University   **October 2013 - August 2015**

Teaching Assistant | Faculty of Computer Science

EDUCATION
BSc. of Computer Engineering

Ain Shams University, Egypt
July 2013

CERTIFICATION & TRAINING

- Currently enrolled in the Product Strategy & Management course at *Experience Haus, London*
- AI for Product Management - *Pendo*
- ITIL® Foundation Certificate in IT Service Management (ITIL 4 Edition)
- Advanced Project Management Professional Workshop - *Dell EMC*
- Train the Trainer - *Berlitz, Egypt*
- High-Impact Presentations - *Dale Carnegie, Egypt*

SKILLS & EXPERTISE
Data Analysis

- SQL
- Mixpanel
- Google Analytics
- Contentsquare
- Tableau
- Microsoft Excel
- Adobe Analytics

Product Management

- Product Strategy
- Product Roadmap
- User Research
- Backlog Management
- Stakeholder Management
- A/B Testing
- Agile Methodologies

Product Management Tools

- Jira
- Confluence
- Miro
- Firebase In-App Messaging
- Monday.com
- Figma
- WebEngage