

Alia Amin

Software Program Manager

cakhairia@gmail.com

+41762289810

Web: aliaamin.com

[LinkedIn: aliaamin](https://www.linkedin.com/in/aliaamin)

Summary: Experienced program manager for startups as well as large organizations. Bridging cross-functional teams to work towards a product vision. Having 7 years' experience in managing software development and delivery. Broad range experience in different domains, including e-commerce, customer care, fintech, search engine, social business communities (SaaS) and online publication.

Certifications: Scrum Alliance, [Certified Scrum Product Owner \(CSPO\) and Scrum Master \(CSM\)](#)
Product Focus, [Certified Product Management](#)
Coursera, [Data Science Specialization](#) and [Executive Data Science Specialization](#)

Core Skills: Agile Product Development, Product Management, Project Management, Product Owner, User Experience, User Research, User-Centered Design, Data Science, Mobile Applications, Front-End, Responsive Design, Customer Care, Community management

Technical Skills: Jira, Confluence, GIT, R, RStudio, SPSS, Balsamiq, Google Analytics, Adobe SiteCatalyst, Adobe Photoshop, Ruby, MySQL, JavaScript, CSS, HTML

Languages: Dutch (intermediate), German (intermediate), Indonesian (fluent), English (fluent)

PROFESSIONAL EXPERIENCE

Product Owner/Project Manager

Apr 2017 to Present

Centralway Numbrs, Zurich, CH (www.centralway.com)

Centralway is a fintech startup company based in Switzerland. Its mobile application Centralway Numbrs is available for the German and UK market.

- Responsible for on-time delivery of medium and large projects in the roadmap (iOS and Android apps).
- Work closely with a scrum team consisting of 10-15 developers, UX and QA, to deliver features to production.
- Manage communication towards different stakeholders and engage with different teams to identify and resolve dependencies and issues related to the projects.
- Responsible for maintaining and prioritizing the backlog of the Numbrs Store product.
- Plan and track progress of a project and identify and follow up on dependencies and risks for a delivery.

Key Accomplishments

- Launched the credit card category on the Numbrs Store which allows users to apply for credit card in a fast and easy way with their mobile phones.
- Delivered KYC (Know Your Customer) feature, an online customer identification and digital signature feature for mobile banking.

Product Owner/Project Manager

Feb 2015 to Jan 2017

inSided, Amsterdam, NL (www.insided.com)

InSided is a company that provides social business SaaS solutions, such as online forum, blog, research and review platform. Its currently serves about 2 million users within 60 clients, including Ziggo, KPN, NS, Tomtom, SoundCloud and Sonos.

- Worked closely with a scrum team consisting of developers, UX and QA, to deliver features to production.
- Defined the product quarterly roadmap. Consolidate requests from multiple stakeholders.
- Worked with UX to identify users' need through customer interviews.
- Prioritized the product backlog and completed the user stories every sprint.
- Sliced epics with the development team and identified Minimum Viable Product (MVP) to release in phases.
- Planned and tracked project progress and set milestones.
- Managed communication towards different stakeholders and engaged with different teams to identify and resolve dependencies and issues related to the projects.
- Coordinated commercial launch of projects.

Key Accomplishments

- Helped setup an agile development team. Coached a young company about agile process and practices.
- Headed the construction of a new frontend template that reduced the implementation time from 3 months to 6 weeks for every new client.
- Led the development of a report export module that slashed 3-5 hours work per person each week.

PROFESSIONAL EXPERIENCE CONTINUED

- Delivered and maintained the product functional documentation with Confluence, introduced user testing and data science analysis as a standard tool to guide product design and development.
- Headed the construction of post analysis feature, a tool to conduct business intelligence and advanced analysis on users' feedback in the community platform.
- Managed MVP requirements, development and delivery of Salesforce CRM Integration with the community platform and the ideation module. Two strategic products that contribute to company new customer acquisition and upsell target.

Technical Product Manager

Mar 2012 to Dec 2014

Liberty Global Europe B.V., Amsterdam Area, NL (www.libertyglobal.com)

Liberty Global is a major telecommunication and media company that offers services throughout Europe. Liberty Global online team is responsible to deliver online products for major brands, such as Ziggo (NL), UPC (IE), Unitymedia (DE), and VirginMedia (UK).

- Worked with scrum teams of 10-15 developers on three online products: online checkout product (2012-2014), personalized sales e-commerce (2013-2014), and MyUPC customer care app (2014).
- Gathered requirement and business analysis, and managed stakeholder expectations.
- Created stories for every sprint and maintained the product story backlog.
- Advised the marketing team on commercial launches to guarantee a successful adoption of new products.

Key Accomplishments

- Launched two new online products for various affiliate brands every year.
- Managed Change Requests delivery pipeline within the SLA time commitment.

Senior User Experience Specialist

Oct 2009 to Feb 2012

Reed Elsevier B.V., Amsterdam, NL (www.elsevier.com)

Elsevier is a worldwide leading scientific information provider and publisher.

- Performed regular user studies to collect users' feedback on different online products (smart widgets, search applications, iPad and iPhone book apps).
- Interpreted user requirements into concise product ideas and mockups.
- Delivered wireframes, interaction designs, personas, and user scenarios; also executed UI designing, concept testing, and usability testing.
- Provided front end codes for several products with HTML, CSS, and Javascript.
- Used Google Analytics and Unica to monitor the usage analytics report and suggested product improvements.
- Designed product promotional material (infosite, newsletter, twitter feeds, product branding, and demo presentation) for the marketing team.

Key Accomplishments

- Delivered user insights, high fidelity design and frontend code for Elsevier Biofuel project.
- Delivered user insights, high fidelity design for iPad scientific book app project.

User Experience Intern

Feb to May 2008

Google, London, UK (www.google.com)

- Conducted literature research, competitive study, longitudinal digital diary study, search log analysis, and usability studies for the [Google local mobile search](#).

PhD Researcher

Oct 2005 to Oct 2009

Centrum Wiskunde Informatica, Amsterdam, NL (www.cwi.nl)

Centrum Wiskunde & Informatica is the national research institute for mathematics and computer science in the Netherlands.

- Conducted literature research, competitive study, longitudinal digital diary study, search log analysis, and usability studies on the topic of user information seeking tasks in different domains. See www.aliaamin.com for complete publication list.

PROFESSIONAL EXPERIENCE CONTINUED**Customer Insight Researcher**

Jan to Sept 2005

Vodafone, Maastricht, NL (www.vodafone.nl)

- Executed literature research, user studies, interviews, data analysis and reports, and developed and tested mobile identification concepts; demonstrated results to the marketing, as well as the management team.

Research Trainee

2003 to 2005

User System Interaction-TUE, Eindhoven, NL (www.tue.nl)

- Delivered various short term projects, user studies, and evaluation in the domain of mobile and web/desktop applications.

EDUCATION**PhD. in Human Computer Interaction**

University of Amsterdam, The Netherlands

MSc. in Communication and Media Engineering

Fachhochschule Offenburg, Germany

BSc. in Physics Engineering

Bandung Institute of Technology, Indonesia