



Mahreen Athar

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ABOUT ME

As an accomplished Product Manager with a strong foundation in Business Intelligence and Strategy, I excel at transforming complex challenges into innovative solutions. I specialize in driving product vision, crafting data-driven roadmaps, and delivering impactful outcomes by aligning stakeholder needs with business objectives. With a keen focus on user-centric design and cross-functional collaboration, I lead teams to build products that not only solve real-world problems but also exceed market expectations.

From conceptualizing strategies to executing data-driven decisions, I bring a unique blend of analytical expertise and creative thinking to every stage of the product lifecycle. My passion lies in bridging the gap between technical capabilities and business goals, ensuring seamless execution and measurable success.

WORK EXPERIENCE

09/10/2023 – CURRENT Islamabad, Pakistan

SENIOR PRODUCT MANAGER AND BUSINESS ANALYST QLU.AI

1. Spearheaded the delivery of 3+ product roadmaps, driving strategic alignment through rigorous market analysis and customer insights.
2. Revolutionized development workflows with actionable specifications and 5+ Mixpanel and Logrocket dashboards, fostering a culture of data-driven excellence.
3. Orchestrated cross-functional collaboration, achieving 95% on-time project delivery and cutting time-to-market by 20% for high-impact product launches.
4. Leveraged advanced EDA techniques to extract actionable insights from complex datasets, enhancing decision-making and user engagement through intuitive UX/UI designs and usability testing.
5. Propelled scalability and profitability by crafting ROI & customer need focused strategies, championing agile methodologies, and delivering market-responsive solutions that exceeded customer expectations.

Business or Sector Professional, scientific and technical activities | **Department** Product Team | **Email** m.athar@qlu.ai |

Website www.qlu.ai

14/04/2023 – 16/08/2024 Remote, United States

TABLEAU DATA ANALYST ONCORE

1. Design and develop interactive Tableau dashboards in compliance with California's CARE Standards, ensuring data accuracy and clarity.
2. Transform complex datasets into intuitive, actionable visualizations that highlight key trends, patterns, and insights for stakeholders.
3. Maintain high standards of data integrity, visual appeal, and user experience in all dashboard deliverables.
4. Continuously improve dashboard functionality and design based on stakeholder feedback and evolving business needs.

26/07/2023 – 26/09/2023 Islamabad, Pakistan

PROJECT COORDINATOR - AI/ML PROJECTS IKONIC SOLUTIONS

1. Manage end-to-end AI/ML projects, ensuring alignment with objectives and client expectations.
2. Lead DevOps operations, including pipeline automation using GitHub Actions, Bash scripting, AWS, and cPanel.
3. Act as the liaison between clients and development teams, ensuring effective communication and issue resolution.
4. Oversee project timelines, ensuring teams meet milestones and deliverables.
5. Monitor progress, mitigate risks, and ensure successful project delivery within scope and budget.

1. Administer and grade quizzes, assignments, and semester projects, ensuring alignment with course objectives.

2. Provide timely feedback and guidance to students, fostering a deep understanding of data analysis concepts and visualization techniques.

3. Support students in navigating complex topics, offering additional resources and clarification when needed.

4. Collaborate with the instructor to enhance course materials and ensure a seamless learning experience.

● EDUCATION AND TRAINING

19/08/2019 – 20/07/2023 Islamabad, Pakistan

BACHELORS DATA SCIENCE National University of Computer and Emerging Sciences

Website <http://www.nu.edu.pk/> | Level in EQF EQF level 6

● DIGITAL SKILLS

Market Analysis | Competitors Analysis | Product Roadmapping | Cross Function Collaboration | Tableau | PowerBI | MixPanel | Business Intelligence/Business Analytics | Logrocket | Product Management - Product Focus | Performance Analysis and KPIs | Data Design, Data Reporting, Data Visualization | Linux | Kibana | MySQL | Python | Scikit learn | Agile Methodologies | Global Stakeholder Management | Canva, Figma

● LANGUAGE SKILLS

Mother tongue(s): URDU

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2
GERMAN	A1	A1	A1	A1	A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user