

ZAINAB FASASI

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ASSOCIATE PRODUCT MANAGER

Professional Summary

Product Management graduate with hands-on experience in product discovery, user research, requirements gathering, PRD development, backlog management, and Agile product delivery. Proven ability to translate user needs into structured product solutions through user stories, acceptance criteria, market research, and cross-functional collaboration.

Leveraging a background in Quality Assurance and AI data operations, I bring strong analytical thinking, problem-solving, documentation, and stakeholder communication skills to product teams. Passionate about building user-centered products that create measurable business impact.

Core Competencies

Product Management: Product Discovery, User Research & Validation, Product Strategy, PRD Development, User Stories & Acceptance Criteria, MVP Definition & Prioritization, Backlog Management, Sprint Planning, Agile & Scrum, Stakeholder Management

Product Analysis: Competitive Analysis, SWOT Analysis, User Journey Mapping, Market Research, Product Teardowns, KPI Definition & Success Metrics

Tools: Jira, Figma, FigJam, Notion, Trello, Miro, Google Workspace, Slack

Additional Skills: Quality Assurance, Process Improvement, Documentation, Data Analysis, Cross-functional Collaboration, Customer Support

Product Management Projects

BakeSync | Product Manager

Real-time ingredient pricing and supplier marketplace designed to help bakers make informed purchasing decisions, reduce production costs, and improve profitability.

Key Contributions:

- Defined product vision, objectives, and MVP scope.
- Conducted competitor analysis, SWOT analysis, and market research.
- Developed user personas and identified key customer pain points.
- Created product backlog, user stories, and acceptance criteria.
- Managed Agile planning by creating Epics, Stories, Subtasks, Sprint Backlogs, and Sprint workflows in Jira.
- Designed success metrics and business impact framework for measuring adoption and engagement.

Skills Demonstrated: Product Strategy · User Research · Agile Delivery · Marketplace Design · Jira · Backlog Management

HostelHub | Documentation Lead

Student accommodation marketplace connecting students with verified landlords through trusted listings, reviews, ratings, and verification systems.

Key Contributions:

- Led development of a comprehensive Product Requirements Document (PRD).

- Defined user personas, user journeys, and marketplace workflows.
- Documented functional and non-functional requirements.
- Created user stories and acceptance criteria for MVP features.
- Established KPIs, success metrics, and platform objectives.
- Contributed to trust and verification framework design for landlords and listings.

Skills Demonstrated: *Requirements Gathering · Product Documentation · User Flows · Marketplace Design · Stakeholder Collaboration*

Digital Health Access Platform | Product Management Bootcamp Project

Low-bandwidth telehealth solution designed to improve healthcare accessibility for rural communities.

Key Contributions:

- Defined problem statement and product vision.
- Conducted user interviews with rural dwellers and community health workers.
- Created a complete PRD including functional requirements, user stories, acceptance criteria, and success metrics.
- Collaborated with designers and technical stakeholders to define user flows and wireframes.
- Prioritized features using the MoSCoW framework.
- Presented MVP strategy and product recommendations to stakeholders.

Impact: Delivered a research-driven MVP concept within a 5-day product sprint.

Showmax Product Teardown | Product Analyst

Strategic evaluation of Showmax's product positioning, user experience, retention strategy, and growth opportunities.

Key Contributions:

- Conducted SWOT and competitive analysis.
- Evaluated acquisition, engagement, retention, and revenue metrics.
- Identified content discovery and retention challenges.
- Proposed monetization, personalization, and growth recommendations.

Professional Experience

Quality Auditor | Hugo Technologies

May 2024 – Present

- Conduct quality audits across AI and data annotation workflows.
- Evaluate project outputs against established quality benchmarks and standards.
- Identify process gaps and recommend improvements that enhance accuracy and consistency.
- Collaborate with QA leads and project stakeholders to improve workflow efficiency.
- Generate audit reports and performance insights to support decision-making.

Relevant Product Skills: *Analytical Thinking · Process Improvement · Root Cause Analysis · Quality Management*

Data Annotator | Hugo Technologies

June 2023 – May 2024

- Annotated and validated text, image, audio, and video datasets across AI projects.

- Maintained high accuracy and compliance with project guidelines.
- Identified edge cases and documented exceptions to improve annotation quality.
- Collaborated with QA teams to improve data integrity and project outcomes.

Relevant Product Skills: *Documentation · Attention to Detail · User Understanding · Problem Solving*

Financial Service Associate | Coronation Life Assurance / Access Bank Nigeria

March 2021 – November 2021

- Delivered customer support and resolved customer inquiries efficiently.
- Investigated customer complaints and documented findings.
- Collaborated with internal teams to resolve escalated issues.
- Ensured compliance with organizational and regulatory standards.

Relevant Product Skills: *Customer Empathy · Communication · Stakeholder Management · Problem Solving*

Education

M.Sc. Cell Biology and Genetics — University of Ibadan, 2021 – 2023

B.Sc. Zoology — University of Ilorin, 2014 – 2018

Certifications

- TechCrush Product Management Program (2026)
- Product Management Bootcamp – Women Techsters (2025)
- CAPM Certification Course – Simplilearn (2023)
- Software Testing Certification – Simplilearn (2025)
- QPE Certification – Hugo Technologies

Selected Achievements

- Developed 3 end-to-end product case studies covering product strategy, research, documentation, and marketplace design.
- Created and managed product backlogs, user stories, and sprint planning workflows using Jira.
- Conducted user research, stakeholder analysis, and competitive evaluations across multiple product domains.
- Combined Quality Assurance expertise with Product Management methodologies to improve product decision-making and execution.

Career Objective

Seeking an Associate Product Manager, Product Analyst, or Product Operations role where I can leverage my experience in product strategy, user research, Agile delivery, and cross-functional collaboration to build impactful products that solve real customer problems and drive business growth.