Mohammad Amjad

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SUMMARY:

I'm a Product Manager with 10+ years of experience in the ecommerce and medical industries. I help companies create, manage, and grow their products. My accomplishments and key skills include:

- Producing 3 continuous years of substantial product growth at the American Medical Association (AMA) for the product I own and manage (FREIDA) resulting in an increase in total traffic by 46.5%, which equates to 158K+ additional users and an increase in member conversion by 22%, 4.7k+ new members
- Leading product requirements and design at the Blue Cross Blue Shield for the Affordable Care Act integration with BCBS resulting in 5.5 million member enrollments to BCBS via the Affordable Care Marketplace.
- Expertise in managing all aspects of product development life cycle including product vision, roadmap, budget, scope, requirements, design, backlog, resources, development, vendors, UAT, training, search engine optimization (SEO), marketing, and measuring success.
- Expertise in creating and communicating key artifacts such as strategic roadmaps, vision documents, KPI goals, vendor contracts, SOW, RFP, requirements, wireframes, analytics reports, and executive presentations.
- Expertise in leading and managing multiple development projects with companies using Agile and Waterfall methodologies.

PROFESSIONAL EXPERIENCE:

American Medical Association (AMA)   Chicago, Illinois
Product Manager   April 2016 – Present

American Medical Association (AMA) promotes arts and science of medicine for the betterment of public Health. At the AMA, I own and manage a crucial product called FREIDA, the AMA residency and fellowship database. My accomplishments include:

- Producing 3 continuous years of substantial product growth resulting in an increase in total traffic by 46.5%, which equates to 158K+ additional users and an increase in member conversion by 22%, 4.7k+ new members.
- Leading and managing FREIDA re-platform project from the ground up. Turning an unpredictable, almost-chaotic project into a product success.
- Creating, managing, and aligning on strategic product roadmap, product vision, KPI goals, and quarterly product enhancement schedules.
- Utilizing various techniques such as stakeholder interviews, user interviews, product knowledge, analytics, market trends, competitive analysis, and UX standards to define product requirements and design.
- Creating, managing, and prioritizing the product backlog. Partnering with IT team to implement product backlog items, with SEO experts to optimize them, and with marketing experts to promote them.
- Leading presentations and review sessions with executive management on quarterly/yearly product metrics and newly developed features.
- Constantly innovating FREIDA by launching new pilots and measuring their success.
- Leading and managing internal relations with business partners, stakeholders, IT, creative, marketing team, analytics team, as well as external vendor relations.

Blue Cross and Blue Shield   Naperville, Illinois

IT Business Analyst   April 2012 – September 2015

Blue Cross Blue Shield is a health insurance company that provides both group and individual health insurance to the under 65 and over 65 population. As a Business Analyst consultant, I worked on multiple projects on the Affordable Care Act. My accomplishments include:

- Leading requirements and design for the Affordable Care Act integration with BCBS resulting in 5.5 million member enrollments to BCBS via the Affordable Care Marketplace.

- Partnering with executive management and solutions architect management to create storyboard of the high-level future state design for the Affordable Care Act.

- Leading large JAD sessions, gathering and documenting business requirements, creating process workflows, and creating UI wireframes/specifications for policy fulfillment process.

- Collaborating with business, developers, and QA to provide support and clarifications throughout the development and testing process.

- Transforming Waterfall project requirements (CRS) to agile user stories and narratives for the policy fulfillment, member maintenance, and enrollment process.

- Working with the Business and the Solutions Architects to create detail design documents consisting of functional/non-functional requirements, wire-frames, acceptance criteria, and logical design.

- Leading review sessions with business, development, and QA teams to ensure all requirements are fully understood across the board.

- Prioritizing requirements, development, and testing efforts to ensure minimum viable product is created within the given timelines.

ABS Graphics   Addison, Illinois

Project Manager   June 2011 – February 2012

ABS Graphics is a printing company that connects print with technology and designs web to print solutions for its clients. As a Project Manager, I managed multiple projects for clients such as Siemens and GAP. My accomplishments include:

- Ensuring successful integration of client's requirements with company's out of the box software solution.

- Managing in-house and off-shore development teams.

- Preparing technical presentations and demos for potential clients.

- Leading requirements gathering sessions, client, and executive presentations.

- Creating key artifacts such as high-level process workflows, detailed end user process workflows, online portal workflows, business requirements documents (BRD), and UI wireframes.

- Leading testing, internal training, and creation of user manuals for newly built solutions for clients.

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KEY SKILLS/TOOLS

- Product Management
- Product Design
- Marketing
- SEO
- Google Analytics
- Product Roadmap
- Product Backlog
- Vendor Management
- KPI Goals
- Requirements Definition
- Resource Management
- Budgeting
- In-house Management
- Off-shore Management

- Agile Methodology
- Waterfall Methodology
- UX
- User Stories
- Use Cases
- UI Wireframes
- UAT
- End User Training
- Sprint Planning
- Scrum
- Process Flows
- Client Presentation
- JAD

- JIRA
- WordPress
- Drupal
- MS Office Suite
- MS Visio
- Lucid Chart
- HP Quality Center
- Mingle
- Axure RP
- Asana
- Google Console
- Google Office Suit
- AIMTELL

EDUCATION:

Concordia University Chicago   May 2010

Bachelor of Business Management

CERTIFICATIONS:

Scrum Alliance   June 2019

Certified Scrum Master® (CSM®)

UC San Diego   April 2017

User Experience (UX): Research and Prototyping

REFERENCES:

Available upon request