AHMED ELADAWY

Senior Product Owner | Business Analyst | Product Designer (Digital Products) | Roadmap •
Requirements • UX • Delivery

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◯ PROFESSIONAL SUMMARY

Results-Driven Product Owner, Business Analyst, and Product Designer with 7+ years of experience building and improving web and mobile digital products with admin dashboards across Saudi Arabia, Qatar, and Egypt. I bridge business goals, user experience, and engineering delivery: leading discovery, defining scope and business rules, shaping product vision and roadmaps, prioritizing backlogs, and delivering implementation-ready documentation (PRD/BRD/SRS/FRD), process maps, and testable user stories with strong acceptance criteria and edge cases. Strong exposure to regulated and integration-heavy ecosystems including NAFATH identity verification, payment gateways, maps/geo logic, notifications, and REST API integrations.

◯ MEASURABLE IMPACT

- **Reduced onboarding time by 30%** by delivering automated identity verification using NAFATH.
- **Improved property discovery success by 40%** through search and filters optimization driven by user feedback and usability insights.
- **Accelerated time-to-market by 20%** through stronger refinement, dependency management, and release cadence alignment.
- **Increased order conversion by 28%** and **reduced delivery time by 22%** by improving ordering flows and dispatch/routing logic.
- **Increased courier task efficiency by 60%** by unifying workflows, operational logic, and dashboards for daily operations.
- **Reduced change requests by 25%** by producing clearer requirements and functional specs during discovery and delivery.

◯ SIGNATURE STRENGTHS

- **Product Ownership:** vision, roadmaps, prioritization, KPI-aligned decisions, release planning, post-launch iteration
- **Product Discovery:** stakeholder workshops, interviews, problem framing, constraints, success metrics, scope definition
- **Backlog Management:** Jira ownership, grooming/refinement, dependencies, sprint planning support, delivery readiness
- **Delivery Leadership:** sprint support, cross-team alignment, UAT readiness, go-live coordination, risk management
- **Business Analysis:** BRD/SRS/FRD, business rules, validations, edge cases, integration requirements, process mapping

- **UX/Product Design:** user journeys, wireframes, prototypes, usability testing, design systems, UI consistency at scale
- **Integrations & Compliance:** NAFATH, payment gateways, maps/geo discovery, notifications, REST APIs, regulatory alignment
- **Collaboration:** product, engineering, QA, design, operations, executives; clear documentation and decision traceability
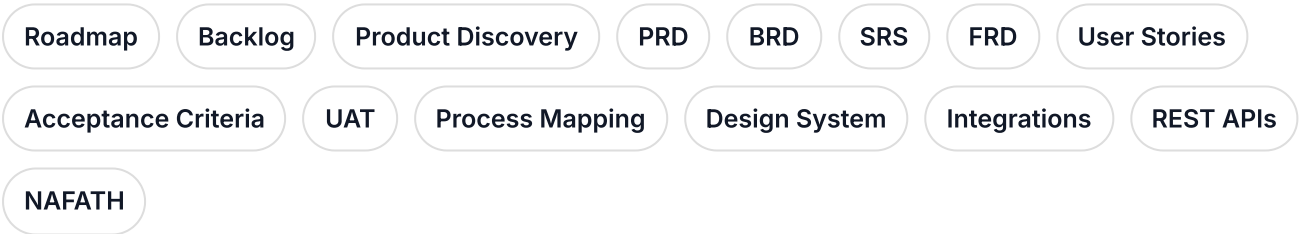
⭕ DELIVERABLES & WORKING STYLE

- **Discovery Outputs:** problem statements, scope boundaries, assumptions, constraints, success metrics, stakeholder alignment notes.
- **Documentation:** PRD/BRD/SRS/FRD, functional specs, business rules, validations, integration requirements, non-functional notes.
- **Process Modeling:** end-to-end workflows, role/permission matrices, lifecycle maps, exception handling, operational edge cases.
- **User Stories:** implementation-ready stories, acceptance criteria, dependencies, testability, release readiness, UAT scenarios.
- **UX Assets:** user journeys, IA, wireframes/prototypes, usability findings, design system components and guidelines.

⭕ TOOLS & METHODOLOGIES

Tools: Jira │ Confluence │ Figma │ Miro │ Adobe XD │ Google Workspace │ Microsoft Office

Methodologies: Agile (Scrum/Kanban) │ Waterfall

Roadmap · Backlog · Product Discovery · PRD · BRD · SRS · FRD · User Stories · Acceptance Criteria · UAT · Process Mapping · Design System · Integrations · REST APIs · NAFATH

⭕ PROFESSIONAL EXPERIENCE

NAWAIT (formerly Aqaratcom) — Riyadh, Saudi Arabia (Current)   Aug 2022 – Present

Senior Product Owner │ Product Designer │ Business Analysis Lead — Contract

- Owned product direction for a Saudi real estate platform focused on compliance, performance, and high-clarity user experiences.
- Led discovery to define problems, objectives, constraints, scope, business rules, and success metrics with key stakeholders.
- Built and prioritized roadmaps and Jira backlogs based on impact, risk, dependencies, and release readiness.
- Authored PRD/BRD/SRS/FRD and functional specs that reduced ambiguity and improved delivery accuracy.
- Converted requirements into implementation-ready user stories with acceptance criteria, validations, edge cases, and dependencies.
- Mapped end-to-end workflows across onboarding, listing creation, discovery, verification, and transaction-related scenarios.
- Defined and validated integration requirements for NAFATH, payment gateways, maps/geo discovery, notifications, and REST APIs.

- Reduced onboarding time by 30% via automated identity verification using NAFATH.
- Improved property discovery success by 40% by translating user interviews and usability insights into prioritized product changes.
- Improved time-to-market by 20% through tighter refinement cadence, clearer dependencies, and coordinated release readiness.
- Built and maintained reusable UI patterns and a scalable design system to improve consistency and speed across releases.

MANDOBK — Riyadh, Saudi Arabia   Aug 2021 – Jul 2022
Product Analyst | IT Business Analyst | UX/UI Designer — Contract

- Supported a multi-role food delivery ecosystem (Customer App, Restaurant App, Driver App, Admin Dashboard).
- Led requirement discovery and prioritization across operations, finance, support, and product stakeholders.
- Delivered BRD/FRD/SRS and workflow maps (order lifecycle, dispatch, wallets, payments, notifications).
- Defined business rules, roles/permissions, and operational edge cases to stabilize execution across teams.
- Authored user stories with acceptance criteria and dependencies; supported sprint execution and UAT readiness.
- Increased order conversion by 28% through redesigning critical ordering flows and reducing friction points.
- Reduced delivery time by 22% through improved dispatch logic and routing assumptions aligned with operations.
- Increased courier task efficiency by 60% by unifying operational workflows and dashboards used by daily support teams.
- Reduced cycle time by 18% through clearer requirements, better sprint alignment, and reduced rework.

SEVEN TECH — Doha, Qatar   May 2020 – Aug 2021
IT Business Analyst & UX/UI Designer

- Delivered BA and UX support across mobile apps, business platforms, e-commerce systems, and government-facing websites.
- Ran discovery to define scope, constraints, and success criteria; produced BRD/SRS/FRD, reducing change requests by 25%.
- Created process flows and use cases, improving stakeholder clarity by 40% based on post-delivery feedback.
- Supported Agile and Waterfall delivery depending on governance, approvals, and stakeholder structure.
- Contributed to a 35% increase in end-user satisfaction via usability testing insights and experience improvements.
- Supported performance initiatives contributing to a 20% reduction in page load times.
- Maintained quality across 7+ concurrent projects through structured documentation and stakeholder coordination.

RIYADA — Riyadh, Saudi Arabia   Dec 2018 – 2020
IT Business Analyst

- Supported digital transformation projects through requirements elicitation, documentation, and system analysis.
- Contributed to BRD/SRS/FRD and translated workshop outcomes into workflows, business rules, and diagrams.
- Participated in gap analysis and process improvement, reducing process time by 20%.
- Improved delivery accuracy by 25% through stronger cross-team alignment with engineering and QA.

◯ SELECTED PRODUCT HIGHLIGHTS

- **NAWAIT Real Estate Platform:** compliance-driven workflows; NAFATH identity verification; payments; maps; REST integrations; reduced onboarding time by 30% and improved discovery success by 40%.
- **PickAppo Delivery Operations Platform:** delivery lifecycle, assignment logic, integrations, dashboards, and operational rules; increased courier task efficiency by 60%.
- **QLA.qa (Qatar Lawyers Association):** bilingual official website requirements and content architecture under Waterfall governance; improved engagement by 30%.

◯ EDUCATION

Bachelor of Business Administration (BBA) — Business Administration

Mansoura University, Egypt │ 2014 – 2018

◯ CERTIFICATIONS

- Process Flowcharts & Process Mapping — Udemy │ Apr 2025
- Business Analyst: Project Management Techniques and Tools — Udemy │ Dec 2024
- Agile Fundamentals (Scrum & Kanban) — Udemy │ Apr 2024
- Business Analysis Fundamentals (ECBA®, CCBA®, CBAP® Endorsed) — Udemy │ Nov 2023
- UI/UX Product Design — Google Career Certificates │ Aug 2020
- Google UX Design Certificate — Google Career Certificates │ Sep 2019
- User Experience Design — Edraak │ Feb 2017

◯ LANGUAGES

- Arabic: Native
- English: Professional Working Proficiency (B2 / Writing: C1)