

FARRUKH JAMAL

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SUMMARY

Senior Product Manager with 8+ years of experience driving 0-to-1 product development, discovery, and delivery across EdTech, FinTech, and eProcurement SaaS products. Brings a strong foundation in user research, stakeholder management, and cross-functional delivery — from scoping and discovery through launch and post-launch iteration — with growing fluency in AI-augmented rapid prototyping tools including Google AI Studio and Lovable. Scaled a flagship product to 71K+ users and 4.5M+ questions answered across 3 international markets.

EXPERIENCE

Product Management Consultant • Lead Pursuits • Remote, US • Sep 2025 – Present

- Led product strategy and execution for an AI-native eProcurement SaaS platform, directing a cross-functional squad of 10+ across engineering, sales, cold outreach, data enrichment, and content teams.
- Drove 0-to-1 product development across two core SaaS verticals: a natural language procurement capture agent and a Shipley-framework-aligned multi-agent proposal builder — from discovery and scoping through prototype and delivery.
- Defined MVP scope in collaboration with solution architects and AI engineers, aligning prototype delivery with product goals and stakeholder priorities.
- Built two AI-powered PM productivity tools using Claude Code: a competitive intelligence agent (automated competitor discovery, SWOT analysis, and strategic gap recommendations) and a daily competitor changelog agent (morning briefings tracking product changes across competitor portfolios).
- Partnered with the cold outreach and marketing teams to review email copy for clarity and deliverability, analyse daily campaign results, and iterate messaging in real time — tightening the feedback loop between outreach execution and channel performance.

Product Lead • Knowledge Platform • Islamabad, Pakistan • Nov 2021 – Mar 2026

- Owned full product lifecycle for Bonzo (Pakistan) — rebranded as Shupavu Games in Kenya under a Safaricom telco partnership — executing 0-to-1 discovery, MVP definition, and multi-market launch, scaling to 71K+ users, 4.5M+ questions answered, and 32,000+ hours of engagement.
- Led complete LMS redesign through structured user research across 4 stakeholder types (learners, teachers, principals, parents), design sprints, and persona-driven prioritization — stripping unused features and replacing feel-good KPIs with weighted average performance scores to surface class-level and grade-level intervention needs.
- Delivered offline clicker-based desktop LMS for low-connectivity schools, replacing a high-friction USB courier and local server process with an intelligent 30-day sync model — eliminating courier costs, compatibility failures, and hardware incidents.
- Built self-serve campus admin system enabling schools to bulk-upload and manage users independently, eliminating learner email-sharing concerns and removing 100% of manual user creation from the internal team.
- Conducted 50+ structured discovery workshops and stakeholder interviews with enterprise clients including Beaconhouse, AKUEB, LAPIS Communications (UAE), and 21st Century (UK), translating pain points into prioritized product roadmaps.

Product Design Engineer • Knowledge Platform • Islamabad, Pakistan • Dec 2019 – Nov 2021

- Co-led 0-to-1 development of a Virtual School and Homework Center during COVID-19, supporting 100K+ students through rapid prototyping and cross-functional execution.
- Conducted 30+ user research interviews and synthesized insights into 100+ Figma design artifacts, informing product decisions and MVP scope across multiple product tracks.

- Grew 1-on-1 platform to 252K+ users, 4.9M+ questions answered, and 19,000+ hours of usage through iterative gamification improvements and continuous UX refinement.
- Reduced design-to-development bug rate by 50% through structured handoff processes, improving engineering delivery speed and reducing sprint rework.
- Redesigned hierarchical dashboards for 5 stakeholder levels — Teacher, Principal, School Owner, Regional Head, and Network Head — providing leadership with faster and clearer visibility into school performance.

Product Owner • Discretelogix (Pvt) Ltd. • Islamabad, Pakistan • Jun 2018 – Nov 2019

- Scoped and delivered Soaran Loan Management System — a FinTech credit decisioning platform connecting to major credit bureaus to automate loan approval decisions and generate repayment plans; \$70,000 project.
- Scoped and delivered Lead Envy (now Tekambi) — an automated lead management and loan decisioning platform for US short-term lenders, enabling real-time lead qualification, underwriting routing, and ping-tree distribution.
- Managed client-facing product roadmaps and Agile sprint delivery for SaaS and eCommerce platforms, coordinating requirements across engineering and QA teams across 5+ concurrent client engagements.
- Oversaw Magento eCommerce builds for Aeroshop (10M+ parts, 7,000+ brands) and ExcalDrives (15M+ parts, 6,000+ brands), managing sprint delivery and client coordination.

Scrum Master • Discretelogix (Pvt) Ltd. • Islamabad, Pakistan • Oct 2016 – Jun 2018

- Facilitated Agile ceremonies and sprint delivery coordination across a 15+ person cross-functional squad spanning QA, development, and product.
- Implemented structured retrospective processes that reduced recurring sprint blockers and improved on-time delivery rates across a SaaS client portfolio.

EDUCATION

Bachelor of Engineering, Electronics | Bahria University, Islamabad | 2013

SKILLS

Product Management: Product Strategy, Roadmap Planning, Feature Prioritization, User Research, Stakeholder Management, 0-to-1 Product Development, MVP Scoping, Discovery & Ideation, Agile Delivery, Cross-functional Team Leadership, Gamification Design

Methodologies: Agile (Scrum), Sprint Planning, Design Sprints, Persona Development, HMW Mapping, Funnel Analysis, User Interviews, Competitive Analysis

AI & Rapid Prototyping Tools: Google AI Studio, Lovable, Claude Code, Stitch (Google), Figma Make

Design & Collaboration: Figma, FigJam, Draw.io, Lucidchart

Project Management Tools: Jira, Trello, Asana, Slack, Mattermost, Google Workspace, MS Teams

PROJECTS

Lead Pursuits — AI-Native eProcurement SaaS Platform • In Development | Lead Pursuits, US
An agentic B2B SaaS platform for government and commercial procurement — combining a natural language bid discovery engine with a framework-driven proposal generation system.

- Capture Agent: vendors and contractors type plain-language queries (e.g. "Solar installation opportunities in Riverside") against a vectorized database of live and historical procurement data; results surface in chat and can be added to a pursuits calendar or escalated directly to the proposal workflow.
- Proposal Builder: a multi-agent system with one dedicated agent per stage of the Shipley Proposal Framework, guiding users from bid qualification through to a near-ready, downloadable proposal — with Google Drive sync for collaborative editing.

AI PM Toolkit — Competitive Intelligence & Changelog Agents • Built with Claude Code | In Development

Two AI-powered tools built to solve real PM pain points: knowing where you stand against competitors and staying current with their daily product moves.

- Competitive Research Agent: takes a product idea as input, autonomously discovers competitors, runs a full competitive analysis and SWOT, and outputs strategic positioning recommendations — compressing weeks of manual research into minutes.
- Daily Competitor Changelog Agent: monitors competitor products and delivers a morning briefing summarising what each competitor shipped, changed, or removed — keeping PMs informed without manual tracking.

Bonzo / Shupavu Games — Game-Based Learning Platform • 71K+ Users | Pakistan, Kenya (Safaricom), UK

Multi-market EdTech product launched first in Pakistan, then rebranded as Shupavu Games in Kenya via a Safaricom telco partnership, with additional deployment in the UK.

- Designed a multi-tier gamification system — Consistency, Milestone-based, and Behavioral achievement categories — driving 5,600+ reward redemptions and building measurable learning habits.
- Defined pricing model and integrated payment gateway for B2C LMS expansion, creating a direct-to-consumer revenue stream alongside the existing B2B enterprise business.

LMS Full Redesign — Knowledge Platform • 4-Stakeholder Discovery | KPI Architecture Overhaul

End-to-end redesign of a legacy LMS that was slow, frustrating, and confusing — stripped back to what actually drove learning, with KPIs rebuilt to match.

- Led structured interviews across learners, teachers, principals, and parents; ran design sprints and HMW sessions to identify the highest-impact pain points and eliminate features nobody used.
- Replaced mass-averaging KPIs with weighted average performance scores by class and grade — giving school leaders a truer picture of which cohorts needed intervention, rather than one misleading overall score.

Soaran Loan Management System • FinTech | Discretelogix | ~\$70K

Automated lending platform scoped and delivered as a client project — connecting to credit bureaus to remove manual underwriting from the loan origination flow.

- Defined product scope, user flows, and requirements for a real-time credit score verification pipeline integrating with third-party bureau APIs to automate approve/reject decisions.
- Specified repayment plan generation logic for approved borrowers, reducing loan officer workload and accelerating time-to-funding for qualified applicants.

Virtual School & Homework Center • 100K+ Students | COVID-19 | Knowledge Platform

0-to-1 education continuity platform built and deployed in under 6 weeks in response to pandemic-driven school closures across Pakistan.

- Delivered functional MVP supporting 100K+ students through rapid prototyping and cross-functional coordination under extreme time-to-market pressure.
- Designed engagement flows that maintained student retention throughout a fully remote learning environment during peak COVID-19 disruption.

CERTIFICATIONS

- Product Management: Building a Product Strategy — LinkedIn Learning (2025)
- Become a Product Manager — Udemy (2025)
- Technology for Product Managers — LinkedIn Learning (2025)
- UX Design Fellowship — AssemblyF (2021)
- Creating Habit Forming Products — LinkedIn Learning (2020)