

# Ghazal Maghsoudi

Product Owner



## درباره من

I enjoy working with a group of talented individuals who are guided by a vision to create useful internet consumer products.

- Ability to learn technical concepts and technology quickly
- Strong Customer Focus view
- Attention to detail with the ability to multi-task and strong organizational skills
- Self-motivated and able to work under pressure to deliver high-quality solutions
- Works well in a team environment, as well as independently
- Demonstrated experience delivering results in an ambiguous and changing environment.
- Sound judgment and decision-making skills, ability to juggle multiple competing priorities, delegate within team.
- Comfortable leading meetings and writing documents for senior leadership and stakeholders
- Working knowledge of CX and design-first methodologies

Specialties: Product Management, User Research, User Test, Data Insights, Customer Journey Mapping, Agile Methodologies, UX Design, building a mission-driven team and making them successful.

## تجربه‌های کاری

### UI Designer

۱۳۸۹ بهمن تا آذر ۱۳۹۰ | Zoraq.com

Description. Executing all zoraq's visual design materials from concept to final hand-off.

### Art Director

۱۳۹۰ آذر تا شهریور ۱۳۹۳ | Zoraq.com

My core responsibilities:

- Determine how best to represent a concept visually.
- Determine which photographs, copy and other design elements to use.
- Develop the overall look or style of website, application, an advertising campaign and brand identity.
- Supervise design staff.
- Review and approve designs, artwork, photography, and graphics developed by other staff members.
- Talk to clients to develop an artistic approach and style.
- Coordinate activities with other departments.
- Develop detailed budgets and timelines.

اطلاعات تماس

تماس از طریق جابینجا

اطلاعات شخصی

سال تولد: ۱۳۶۱

وضعیت تأهل: متأهل

زبان‌ها

انگلیسی (حرفه‌ای)

فارسی (زبان مادری)

## Sales Supervisor

۱۳۹۴ خرداد تا ۱۳۹۳ خرداد | Zoraq.com

My core responsibilities:

- Supervises and manages performance, attendance and training requirements for Sales and Customer support team.
- Train and coach team members to follow a sales process.
- Motivate team members through creative incentives.
- Regularly report on Team/Individual results based on organization's key success metrics.
- Communicate agents' goals and ensure understanding of expectations.
- Conduct daily reviews and manage agent performance through use of call volume and conversion rate metrics.
- Works with Sales Leader to continual improve in the areas of Process, Efficiency and Productivity for the sales teams.

## Product Owner

۱۳۹۶ دی تا ۱۳۹۴ خرداد | Zoraq

My core responsibilities:

- Worked with scrum teams as product owner to ensure all product requirements were clearly defined and delivered.
- Launched Hotel Booking System in October 2015, Flight Booking System in November 2015, Content Management System in January 2016, Customer Profile in February 2016, Back Office Panel in June 2017: defined MVP feature set, product launch strategy, development requirements, execution milestones, test plan, and post-launch roadmap.
- Managed and collaborated with UX designer to create end-to-end purchase and management UX; conducted multiple usability studies to validate and improve user experience.
- Developed product training materials for internal employees and customer support team

## Product Owners Coach

۱۳۹۷ فروردین تا ۱۳۹۷ خرداد | Sana Gostar Sabz

I worked one on one with newbie Product Owners on their actual backlogs and, helped them to learn how to manage stakeholders, prioritize Backlogs, have effective communication with internal teams, run UX test and use data to improve Customer Experience.

## سوابق تحصیلی

Design and Visual Communications, General (کاردانی)

۱۳۸۲ تا ۱۳۸۰ | Sooreh Univesity

Graphic Design (کارشناسی)

۱۳۸۹ تا ۱۳۸۵ | Guilan University



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## مهارت‌های حرفه‌ای

- Agail - Scrum . User Stories . user experience design . Team Building
- Product Design . Customer Journey Mapping . Product Owner
- User Experience Testing . Leadrship . User Research . User Test
- Product R&D . Agile Development . Online Travel Market
- GOOGLE ANALYTICS . Blogging . Editing . product management
- Kanban . Competitor analysis . TFS . Jira . Event Planning
- Customer Service . Project Planning . Travel Industry . problem solving
- Product Roadmaping . Product Ownership . hotjar
- دوره تخصصی Scrum Master . مدیریت محصول . توسعه محصول
- توسعه محصول جدید . مالک محصول . مالک محصول اسکرام . پروداکت اونر . پروداکت منیجر . تحلیل و طراحی تجربه کاربری



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