

MD. MUSHFIQUR RAHAMAN

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PROFESSIONAL EXPERIENCE

AQUALINK BANGLADESH LIMITED

Dhaka, Bangladesh

Product Manager

July 2024 – Present

- Lead product development and delivery, managing 18-person team to ensure the timely release of features and resolution of issues, maintaining a high standard of product quality.
- Define and execute the product roadmap, collaborating closely with design, engineering, and marketing teams to align product vision with business goals.
- Champion Agile methodologies, driving sprint planning, stand-ups, and retrospectives to foster collaboration and ensure continuous improvement across teams.
- Strategically advise stakeholders on product direction, market trends, and best practices, ensuring alignment with business objectives and customer needs for optimal product outcomes.

Technical Product & Business Analyst

April 2022-June 2024

- Led multi-disciplinary 11-person team to design, develop, and launch 2 SaaS application & 3 IoT enabled Industrial web application; prioritized and resolved 100+ new features and bug fixes.
- Developed and maintained product documentation, user stories, and technical specifications to ensure clear communication and alignment across teams.
- Facilitated Agile ceremonies including sprint planning, daily stand-ups, and retrospectives to foster collaboration, transparency, and continuous improvement.
- Offering expert guidance on project management methodologies, stakeholder engagement tactics, and industry best practices for achieving project success.

Selected Project Experience

- **Fithub (SaaS & IoT Based Gym Management System)**
 - Led the Fithub development, a SaaS & IoT-based gym system, improving operational efficiency by 25% and member retention by 30% in the first year.
 - Applied data analytics to 5,000+ monthly interactions, boosting customer satisfaction by 40% through personalized experiences
 - Directed a team using agile methods, achieving on-time, on-budget delivery and a 30% increase in user base with a data-informed market strategy.
- **Sensometer (A universal Data logger for AC Automations, generator monitoring, Energy Monitoring, Environment Monitoring)**
 - Led the integration of Sensometer with existing systems for over 20 clients, enhancing operational efficiency by 35% through improved data analytics.
 - Analyzed market data to discover target sectors and use cases for Sensometer, resulting in a 30% increase in customer acquisition.
 - Sensometer's customer retention increased by 10% after implementing feedback tools to capture user input and drive ongoing development.

CELLOSCOPE LIMITED

Dhaka, Bangladesh

Product Analyst (Remote)

May 2025 – Sept 2025

- Support product development and delivery by analyzing user requirements and market data to inform feature prioritization and ensure alignment with business objectives.
- Collaborate with cross-functional teams including design, engineering, and marketing to translate business requirements into actionable product specifications and user stories.
- Participate in Agile ceremonies including sprint planning, stand-ups, and retrospectives, providing data-driven insights to support decision-making and continuous improvement.
- Conduct market research and competitive analysis to provide strategic recommendations on product direction, identifying opportunities for growth and optimization.

Selected Project Experience

- **Health Care Application**
 - Structured Daily Health Routines: Users complete guided tasks like Vital Scan, Weight Logging, Exercise, and PROMs Questionnaire to support personalized care plans.
 - Cross-Platform Accessibility: Supports both iOS (via TestFlight) and Android (via APK) with detailed onboarding, ensuring broad user adoption and smooth setup.
 - Holistic Wellness Modules: Integrates physical, nutritional, and mental health tracking through dedicated sections like My Health, Nutrition, and Meditation.
- **Universal Medical Record (Health Platform)**
 - Developing patient acquisition **strategy** with targeted digital marketing and social media integration, defining KPIs for >5% ad CTR and >10% conversion rates in Bangladesh's healthcare market
 - Creating user journey mapping for multi-tier subscriptions, AI doctor matching, and targeting >40% referral redemption and >30% rural user adoption
 - Analyzing product requirements for mobile money integration, offline architecture, and multilingual support while ensuring GDPR/HIPAA compliance

MENSA DIGIWORLD

Dhaka, Bangladesh

Project Coordinator, Software

2021-2022

- Orchestrated seamless execution of digital projects, overseeing planning, execution, and closure phases, aligning with business objectives and exceeding customer expectations.
- Fostered effective communication and alignment among project teams, clients, and external vendors, ensuring clarity and cohesion throughout project lifecycles.
- Spearheaded process optimization initiatives, driving workflow efficiencies, cost reductions, and improved delivery times, enhancing overall operational effectiveness
- Proactively identified and mitigated project risks, safeguarding project progression and stakeholder satisfaction, while maintaining transparent documentation to support informed decision-making.

Selected Project Experience

- **Dreamnfilm**
 - Led the launch of Dreannfilm, ensuring timely delivery by managing planning, execution, and stakeholder communication.
 - Fostered creator-brand collaborations on Dreannfilm, aligning objectives and managing expectations for mutual benefits
 - Optimized project workflows for Dreannfilm, enhancing user experience and platform functionality through efficient management.

EDUCATION

DAFFODIL INSTITUTE OF IT <i>B.Sc(Hons) in Computer Science & Engineering</i>	Dhaka, Bangladesh 2021
BHOLA GOVT COLLEGE <i>Higher Secondary Certificate (HSC)</i>	Bhola, Bangladesh 2017
BHOLA GOVT HIGH SCHOOL <i>Secondary School Certificate (SSC)</i>	Bhola, Bangladesh 2015

COURSES

IBA, UNIVERSITY OF DHAKA <i>Advance Certificate for Management Professional 4.0</i>	Dhaka, Bangladesh 2025
PEOPLENTech LTD <i>Big Data, Data Science, and Data Analysis</i>	Dhaka, Bangladesh 2023
ICT DIVISION, BANGLADESH <i>Mobile Game and Application Development</i>	Dhaka, Bangladesh 2019

RESEARCH

A novel approach incorporating feature extraction followed by YOLOv7 for quality enhancement of mangoes in Bangladesh – ICCCNT 2024

DOI: 10.1109/ICCCNT56998.2023.10307083

Empowering Women through Entrepreneurship: Case Study of Slum-Based Enterprises in Dhaka– Global Business Conference 2024

JGB 18242 - ISSN: 2350-7179

An innovative method for identifying driving weariness in EEG data using a modified machine learning algorithm – IOEM 2024

DOI: 10.46254/BA07.20240235

ADDITIONAL INFORMATION

- Project Management: SDLC (Software Development Life Cycle), Resource Planning, Jira, MS Project
- Product Management: PDLC (Product Development Life Cycle), Product Analysis, Product
- Technical Skills: Python, Laravel, SQL, GSUITE, OFFICE365, Power BI, Tableau
- Soft Skill: Maintaining confidentiality, Prioritization, Professionalism, Quality Control, Organizational Skills, Problem-solving, Time management