RASIM NADZHAFOV

CPO / Head of Product / Head of PMO / Product Owner / Project & Product Manager

EMAIL rjantidark@gmail.com

PHONE +380 (98) 721 29 29

LINKEDIN linkedin.com/in/rasimpro

WEBSITE Rasim.pro

KEY INFORMATION

As the present Chief Technology & Product Officer in a big IT gaming product, I bring a unique combination of technical expertise and business acumen to drive success. With a proven track record of project and product leadership across diverse industries, I have the skills and experience to bridge the gap between these worlds and deliver results.

My background includes roles as Project, Product, and Delivery Manager, as well as PMO and Head of Product. I believe I can strengthen your management team and expedite the successful delivery of your products.

With certifications in Google Project Management and Professional Scrum Master (PSM I), I have a deep understanding of Agile methodology frameworks and have successfully led distributed teams for over 8 years, and overall more than 11 years in IT on software development positions.

My approach is to adapt to the context of the industry and propose creative data-driven solutions using modern technologies and my extensive experience. I define and convert clients' business needs into technical requirements and provide product vision. As a seasoned IT professional with a vast experience in outsource projects, product teams, and startup leadership, I mastered the skill of bringing ideas from concept to reality. With 5+ years of expertise in UX/UI design, I'm able to create detailed wireframes and lead it to the release.

I am well-versed in the software development life cycle and monetization mechanisms in the IT industry, including web development, ecommerce, streaming, social media, dating, SaaS, B2B, B2C, education, low-code/no-code, machine learning (AI), marketplaces, and gaming. In the past, I have successfully run my own IT company for 4 years, gaining valuable entrepreneurial and top management experience.

I have represented my companies at international exhibitions and conferences in the UK, the USA, LATAM, and Africa, showcasing our products and services to b2b clients from all over the world. All of that make me the ideal candidate for any organization looking to take their product and technical leadership to the next level.

EXPERIENCE

TEN.GG - THE ESPORTS NETWORK LIMITED
Chief Technology & Product Officer (CTPO) - *From Jan 2022*

Combining two roles of a Chief Technical Officer and a Chief Product Officer, I'm playing the role of intermediary between the technical, product, and business worlds. TEN is a big platform in the gaming industry with AI boosted job board and ATS, service marketplace, business directory, and other products built on microservice cloud architecture in the BFF API gateway realization.

My duties
- Guiding products from conception to production;
- Software product delivery management;
- Conduct technical and market research, gather users feedback, analytics data, transform it to feasible tasks;
- Design sessions, wireframing and prototyping;
- Technology, infrastructure, and security provision, tech writing;
- Creating and maintaining technical policies and its optimization;
- Generation of user-centric features and their monetization;
- Roadmapping and release plan management.

ETEAM, INC.
Project Manager / Business Analyst - *Jan 2021 – Jan 2022*

Currently, I'm working from scratch with a Low Code Platform that gives the ability to business managers to easily create their own sophisticated business & analytics apps without involving the IT department. Previously, my team developed and launched a unique woman health & tracker app on App Store and Google Play.

My duties
- Translate high-level product requirements into feature specs;
- Interact closely with a development team by leading product development and customer integration activities;
- Define the technical product strategy and roadmap;
- Conduct presentations and demonstrate the product to stakeholders;
- Project timeline and risk management;
- Agile-preaching with all related activities;
- People management;
- Work with the documentation;
- Conduct discovery phases, market / competitors research, and estimations for various projects;
- Interviewing, technical screening, cooperation with a recruitment;
- Participation in testing, verification of features;
- Performance and budget management;
- Troubleshooting and problem-solving;
- Conduct knowledge sharing.

MY QUALITIES

Continuously self-developing, ethical, empathetic, adaptable, hard-working, responsible, proactive, sociable, creative, enduring, attentive, purposeful and resourceful.

SKILLS

MANAGEMENT

Project Management
Product Management
Delivery Management
Program Management
Creative Direction
Business Analytics
Agile: Scrum, Kanban
Product Owner & Scrum Master
Waterfall
Leadership
SDLC
Entrepreneurship
Crisis Management
People Management
Quality Assurance
PMO
Marketing
Game Design

DESIGN

User Interface (UI)
User Experience (UX)
Motion Design
User Flow
User Journey
Wireframing

CMS

Magento 1/2 (CE&EE)
Opencart 1,2,3
Shopify
Prestashop
Wordpress
(+Woocommerce)
Joomla
Bigcommerce
Drupal
WIX

SOFTWARE

Jira
Confluence
Bitbucket
Gitlab
Github
Trello
Asana
Azure
MS Office
MS Project
Microsoft 365 for business
Postman
Photoshop
Illustrator
Figma
After Effects
Vegas Pro
Slack (bots+integrations)
Moqups
Axure
Balsamiq
Marvel app

ANALYTICS

Google Analytics
Google Search Console
Heat maps (hotjar etc)
A/B Testing
User Testing
Market Research
Competitor Analysis
Behavioral Factors
Hrefs
Semrush
Conversion rate
Retention rate
Bounce rate
etc

LANGUAGES

English — Advanced (Fluent)
Ukrainian — Native bilingual language
Russian — Native bilingual language

Technical:
HTML / CSS / Javascript / Jquery / PHP / Python / SQL

MOHIO SPORTS GMBH

Project / Product Delivery Manager - Apr 2019 – Dec 2020

I'm in charge of the full cycle of product & project management with all kinds of proactivity. I manage company products that operate in 35 countries around the world: B2B CRM, streaming platform, new games, legacy products, cashier software for online, self-service terminals, and land-based distribution channels for various global regional versions. Also, I lead the 3-rd party games, soft, and features integrations. Besides, I make industry research, develop UI with detailed wireframes, lead brainstorms, cooperate with stakeholders from Austria & partners from all over the world, and invent new functionality which cover all the business needs.

- I optimize all work processes and the value of each user story by prioritizing them. Also, I'm engaged in regression testing;
- I have integrated Agile into the company - Scrum/Kanban and continuously improve all workflows;
- I have traveled and participated as an exhibitor in the world's biggest exhibition in the gaming industry ICE London 2020;
- I write articles for the blog of company and work with SEO.

ABSOLUTE WEB SERVICES

Senior IT Project Manager - Sep 2018 – Feb 2019

- I led major projects of famous brands such as MigVapor and Capezio. We developed & supported custom E-Commerce on Magento 1/2 platforms (Community & Enterprise) for the US;
- I managed several teams. 35+ specialists: Front-End, Back-End, DevOps, QA, UX/UI. We reached an effective process and quality;
- I created user stories according to client needs, and decompose them into subtasks, etc. I improved/optimized Jira workflow;
- Project and release planning, and post-release project support;
- I prepared and conducted UX/UI, Frontend UI, and SEO trainings;
- I implemented a few ideas to improve collaboration/team work;
- The job was a short-term contract.

IT COMPANY & DIGITAL AGENCY "SHTURMAN"

Creative Director / Lead PM - Sep 2017 – Sep 2018

- I personally have successfully led more than 80 projects of the company, except internal projects. I conducted consultations and brand development for major high-level brands, different products, and projects. I control the work of PM's, work with designers, SEO & PPC specialists, Frontend & Backend developers. Worked with clients, supported a high level of service, and conducted negotiations with top managers. Crisis management of the big projects. Conducted trainings for teams and coached project managers. I managed up to 50 specialists.

Senior Project Manager & UX Designer - Feb 2017 – Sep 2018

- I successfully managed several teams and led up to 20 projects;
- Daily negotiations with customers, both online and in person;
- Also, I was involved in pre-sales, estimation, and budgeting;
- I engaged in the creation of high-detailed wireframes, and logical UX architecture, which effectively leads a user to a target action;
- Development of the simplest user flow on a website, depending on a target audience. Construct visual communications of an end-user with the product. Release and post-launch support;
- Managed up to 35 people;
- I gained experience in developing online builders, e-commerce, social networks, corporate sites, web services, marketplaces, dating sites, and mobile apps.

EDUCATION

Classic Private University
Bachelor's degree
Field Of Study - Advertising & Public Relations
Activities: I was a students group headman

Classic Private University
Bachelor's degree
Field Of Study - Software Engineering

COURSES AND CERTIFICATIONS

Professional Scrum Master™ (PSM I)

Google Project Management Certification

Software Product Management

Scrum Master Certification

Algorithms course by Standford Online

Machine Learning by University of Washington

Blockchain Basics by University at Buffalo & The State University of New York

Agile with Atlassian Jira

Entrepreneurship by Wharton University

Game Design and Development with Unity by Michigan State University

Gamification by Wharton University

Brand Management: Aligning Business, Brand and Behaviour by University of London

Machine Learning for Healthcare course by Standford Online

EXPAT LAWS - IT TROPICO
Product Manager / UX Designer - Sep 2016 – Jun 2017

- I managed a few company products simultaneously: Expat Laws, Delivery Map Service, and Political Exchange Platform with petitions aggregator;
- I was involved in the process of business plan developing, naming, hiring remote employees, scrum integration, interfacing service functionality, and wireframing;
- I managed 3 outsource teams and cooperated directly with CEO and stakeholders, made marketing and customer-based researches, led brainstorms, product backlog, sprint planning, sprint reviews, daily meetings, retrospectives, collect reports;
- Testing products interface and functionality.

BASTARD STUDIO
Founder, CEO, Creative Director - Dec 2015 – May 2019

Bastard Studio is the outsourcing company founded by me, and my partners are currently and permanently engaged in this business. In the past I was in charge of the full management of the studio: implementation of projects, conduct negotiations with clients, calculate budgets, search, hire and train remote employees, conclude contracts & partnerships with companies. Also, I've been in charge of the creative direction. At this point the company is a almost automated business with income.

- I concluded strong partnerships with several marketing and development companies such as Lead Point, BBF Media, Zlodei, CaseStudy, Shturman, Navix, Lapitsky Media Network. Now they lead clients and projects;
- I advised about the creation of promo sites, Ecommerce, etc, and positioning in some issues of the brand such major brands aggregator as Global Spirits — a world leader, international alcohol holding with a portfolio of famous brands;
  Also, I worked with Case Library - unique book-like case brand which I helped to develop from scratch, including a business plan. Now it's the most popular in the US in this particular field.

SUPERMARKET OF BEDS "KROVATKI"
SEO-Specialist, Web Developer - 2014 – 2015

- I was engaged in SEO promotion of several websites for the sale of goods for the children's room, but the main website was Krovatki.biz;
- I Compiled a sematic core, set up all meta tags, wrote selling texts for pages and product cards;
- Worked with link building, manual method (forums, blog posts etc) and bought links with articles on thematically relevant resources with a good rating of inbound / outbound links;
- I was involved in the installation, configuration and expansion of functionality on CMS Opencart;
- Worked with plugins and extensions. I reworked them to introduce new features for the client requests;
- Worked with PHP, CSS, HTML and a little bit JS to change the template and add a new functionality for websites;
- Successfully promoted websites on a number of low-frequency queries, and on several mid-frequency queries.

...AND 5 YEARS OF FREELANCE IN IT & MEDIA.