ASIM SIDDIQUI

Product & UX Leader | Product Owner | Technical Project Manager

Karachi, Pakistan | +92 331 2382066 | asim_sidiqi@hotmail.com | thewebfrontier.com | linkedin.com/in/asimsidiqi

PROFESSIONAL SUMMARY

Product and digital delivery leader with 15+ years taking ideas from discovery to launch across web platforms, enterprise applications, mobile apps and AI-enabled products. 12+ years of progressive growth at Habib University, from web specialist to Senior Manager, Product & Digital Experience. Owns roadmaps, requirements and Agile delivery, coordinates product, engineering, QA, vendors and executives, and backs decisions with research and analytics. Founder of a school management platform, with hands-on use of AI and automation in everyday product work.

CORE COMPETENCIES

Product: Roadmapping and prioritisation, discovery and user research, requirements, user stories and acceptance criteria, product analytics

Delivery: Agile / Scrum, project planning, scope, risk and dependency management, vendor coordination, UAT, release management, stakeholder and executive communication

UX & Design: Human-centered design, design thinking, design systems governance, Figma, journey mapping, usability testing

AI & Automation: AI chatbots and support automation, workflow automation (n8n, Make, Power Automate), AI-assisted development

PROFESSIONAL EXPERIENCE

Habib University — Karachi

2014 – Present

Sr. Manager, Product & Digital Experience

2023 – Present

- Own product and delivery for web, mobile and internal platforms, including 35+ university websites: discovery, requirements, user stories, Agile cycles with developers in Jira, QA/UAT and release.
- Designed and manage the AI-Powered Student Support System, a self-service chatbot integrated with ManageEngine ticketing that escalates unresolved queries and achieves a 78% automated resolution rate.
- Designing the Applicant Tracking System covering job application, shortlisting, approvals, interviews and offers, with role-based journeys for applicants, requesters and recruiters and AI-assisted candidate matching.
- Delivered an AI admissions chatbot, a WhatsApp scheduling bot (n8n), a Padel court booking system with QR self check-in, and Power Automate workflows that removed manual graduate directory data entry.
- Platform owner for donation payment integrations (PayPal, Square, Moneris, PayEzee) and donor management systems, working with external vendors and finance and advancement teams.
- Own SEO and GEO (Generative Engine Optimization) strategy; manage mobile apps as products, including store listings, releases and user feedback.
- Lead the AI Empowerment Program training teammates to use AI in product development; leading CRM evaluation and onboarding (HubSpot, Go High Level).

Manager, Web & UX Design

2018 – 2023

- Designed and automated campus workflows (graduate clearance, research grants, event authorisation, student employment), reducing manual coordination by about 80%.
- Established design systems governance on React/Next.js, cutting time-to-market by 30%.
- Led SEO and analytics strategy that grew web traffic 110% and inquiry conversion 25%.
- Shipped the online donation platform with the engineering squad, adding recurring giving and installment plans, contributing to 40% growth in digital fundraising.
- Built Power BI dashboards for academic leadership on student success and program engagement.

Deputy Manager, Web & UX Design

2016 – 2018

- Introduced user research, journey mapping and usability testing as standard practice.
- Built an interactive donor recognition wall with live news and event feeds, and introduced campus digital signage.
- Led the move from shared hosting to AWS cloud hosting and automated server backups.

Assistant Manager, Web & Emerging Media

2014 – 2016

- Designed and developed early campus websites and digital communication tools, building the foundation of the university's product and UX function.

Product Developer & Manager — Kangaroo-IT (Australian technology company) Dec 2025 – Present

- Own product development of an ERP/CRM platform spanning 100+ automation use cases, turning stakeholder needs into structured requirements and roadmap priorities.

Founder / Product Lead — Dairah (School Management System) Aug 2026 – Present

- Led design-thinking discovery with school administrators and families to build an end-to-end enrollment platform, from applicant intake to enrolled-student management. Own strategy, prioritisation and roadmap.

Lead Innovation Designer — HireLabs Inc. 2010 – 2014

- Designed enterprise SaaS products for recruitment and talent management, led UX research and competitive analysis, and handed specifications to engineering.

Web / Graphic Designer — Xper2go Inc. 2007 – 2010

TRAINING & FACILITATION

- Created Think. Build. Impact., a design-thinking workbook and 8-week workshop program for students aged 13 to 16.
- Ran a design-thinking workshop at DHA Suffa University; mentor and workshop lead for the CEID (Aghaz) program.

EDUCATION

- Postgraduate Studies, Metaverse Design — NED University of Engineering & Technology
- BA (Hons.), Mass Communication — University of Karachi

CERTIFICATIONS

- Stanford Continuing Studies: UX Design & Leadership; Design Strategy
- University of Virginia: Digital Product Management | Product School: Product Analytics (PAC)
- Project Management Institute: Generative AI for Project Managers | Google: Project Management
- Microsoft / Coursera: Crafting User-First Product Experiences in the AI Era | IBM: Enterprise Design Thinking Practitioner

TOOLS & TECHNOLOGY

Product & Delivery: Jira, Agile / Scrum, roadmapping, discovery workshops, UAT and release coordination

Design: Figma, design systems, Adobe Creative Suite

AI & Automation: Claude Code, Codex, n8n, Make, Power Automate, Intercom Fin AI

Platforms: React, Next.js, WordPress, AWS (EC2, WAF), APIs and integrations

Data: Power BI, Google Analytics, heatmaps