

# AMEER MUHAMMED

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Technical Product Manager with 5+ years of experience in developing and scaling user-driven products that fuel growth and engagement, with a strong background in data-packed SaaS and startups.

## EDUCATION

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**Cochin University of Science and Technology, B.Tech. in Computer Science and Engineering** June 2015 - April 2019

Course Project: Phish Hook – Leveraged feature-based ML algorithm for real-time in-browser phishing detection.

Courses: Software Foundations | Computer Architecture | AI | ML | Comparison of Learning Algorithms | DL | RL | Computer Vision | Computational Theory | NLP | Operating Systems | Databases

## WORK EXPERIENCE

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**XENA Intelligence, Technical Product Manager** | Cochin, India November 2022 - Present

- Orchestrated the development of an AI-powered e-commerce growth (SaaS) platform that utilizes data intelligence to automate and optimize e-com growth on Amazon, Walmart, and Shopify.
- Implemented a custom data lakehouse leveraging AWS technologies such as SQS, RDS, Athena, S3 and Glue.
- Developed product vision, roadmap, and facilitated cross-team communication, reporting directly to the CEO.
- Led GTM strategies (pricing, positioning, marketing) for Product-Market Fit(PMF), revenue and penetration.

**Alwafaa Group, Team Lead - Mobile Apps** | Dubai, United Arab Emirates May 2021 - November 2022

- Led project efficiency and scalability with Agile tools (Jira, Confluence), KPIs, focusing core functionalities & UX.
- Aced iOS (Swift, UIKit, SwiftUI) and Flutter, optimized code for superior app performance and scalability.
- Mentored junior devs, set and tracked OKRs for team growth, managed client relationships with high satisfaction.

**Clevero, Software Engineer** | Cochin, India May 2019 - September 2020

- Planned, Designed, and Developed iOS application for Staticphone.com | MVVM architecture.
- Built and deployed scalable Node.js microservices with unit testing and a robust Jenkins CI/CD pipeline.
- Source code version controlling using GitHub | CI/CD pipeline for iOS app using Fastlane. | Embraced TDD.

**Ribbon Communications, Software Engineer Intern** | Bangalore, India April 2019 - May 2019

- Worked on processing SIP, RTP and VOIP traffic data. Familiarized with Regex, Grep and similar utilities.
- Wrote bash program for transforming huge volume of data (from CSV chunks) to HP Vertica BDA platform.
- Worked on processing port-mirrored chunks of network data from 4G LTE network.

## CORE SKILLS

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Languages	C/C++, Python, Javascript, Dart, TypeScript, Swift, Objective C, SQL, NoSQL(MongoDB), Git, Bash
Product Management	Jira, Google Analytics, Mixpanel, Microsoft Clarity, Figma, Miro, Quantive (Gtmhub), Confluence
Software	Linux, Tensorflow, Pytorch, Docker, Power BI, Flutter, Nest.js, FastAPI, XCode, AWS Cloud Services
Certifications	Project Management Professional (PMP)   Certified ScrumMaster (CSM)

## PROJECTS

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**XENA 360** – Platform to automate and optimize e-commerce growth.

- Growth hacking ad-optimization platform for e-com sellers, employing PPC automation (real-time, ROI-focused).
- Led architecture for data storage & processing (*Data Lake House*), enabling advanced analytics & ML workflows.
- Leveraged Python (FastAPI), TypeScript (Nest.js), PSQL.

**Foresight** – Generative AI based listing optimization tool for e-commerce product listings.

- Listing can be generated either from product image upload (leveraged Computer Vision) or give an amazon product URL (utilized Amazon APIs and fine tuned LLM). *Stack: OSS LLM (Mistral 7B), OpenCV*

**Halapark** – Enterprise-grade smart parking management system, with real-time allocation.

- Developed ALPR system with real-time vehicle identification using deep learning (CNNs) & license plate recognition (OCR) for secure parking access control. Implemented secure integrations for enterprise-grade data management.

**Staticphone** – Cross-platform mobile VoIP application (iOS & Android).

- A Linphone SDK-based solution facilitates cost-optimized global communication via feature-rich VoIP protocols and robust session management. *Stack: Objective C, Kotlin, Node.js*

**AR Museum** – Redefining museum experiences with Augmented Reality.

- Point your camera at any museum exhibit, and an app brings its detailed 3D copy to life in augmented reality, letting you zoom in and explore it up close. *Stack: Swift, ARKit2* – Repo: <https://github.com/am/ar-hero-museum>