

# SHARIF AL-HADIDI

## PRODUCT MANAGER

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### PROJECTS •

ZENCASA | Founder / Product Manager

September 2017 - Present

- CRM product reimaged as a roommate management application.
- Created a functional prototype of the platform.
- Completed Market, User Research, A/B testing in order to validate the concept

SenseData | Co-founder/CEO

September 2017 - February 2018

- Created IOT smart sensor providing real time analytics for farmers to understand crop/soil health
- Deployed prototype in Central Park in order to gain real world analytics
- Iterated with users using behavior driven development pitched investors

AR-t | Founder / Product Manager

September 2017 - December 2017

- An Augmented Reality Experience to enhance museum visits using Unreal and AR-Kit
- Designed concept and interface(?), completed research in the field (what kind of research? relate it to PM research methods), established business model (how?)
- Developed a prototype of concept using existing hardware and found that a positive response.

### EXPERIENCES •

Sharif Hadidi Development | UX Consulting & App development

August 2013-Present

- Worked with clients to design and develop sites and applications for both desktop and mobile. Providing assistance with development, ux/ui design as well as system architecture.

HYPOTHEkids.org | Front-End Engineer (contract)

May 2016-October 2016

- Complete redesign of website using PHP, HTML, CSS, JavaScript and modern libraries.
- Increased sign-up of participants for the after school and summer programs by 50%
- Reduced load time of site by 30% without sacrificing functionality

The Clorox Company | Front End Engineer (Contract)

October 2015 - March 2016

- Designing software applications using HTML, JavaScript, CSS and working with PHP.
- Prototyping new product features based on user research, incorporated across Clorox products.
- Built Fantasy Football Competition site used by 1.3 million users during run
- Created Coupon Manager Application that provided unique coupon codes to users when signed up
- Created an "Model Picker" that would show purchasing location of specific models of products

eGain Corporation | Web UI Developer and Project Lead

May 2014-March 2015

- Drove multiple projects responsible for implementing designs and customizations to the existing applications using HTML, JavaScript, CSS and building out new features tailored to client needs.
- Managed a cross functional team of eight in creating tools for the information center, using continuous integration and agile testing practices to speed development and lower QA time by 20% .
- Worked with the product team to maintain existing production code in the field while developing and delivering enhancements to existing clients and products to the new clients.

" My goal as a Product Manager is to help define the product roadmap based on the strategy and vision; manage prioritization and trade-offs among customer experience, site performance and operational support load. "

### EDUCATION •

New York University | NYC

Master's Tisch school of Arts

May 2018

#### Relevant Courses

Visual Language  
Designing Meaningful Interactions  
Rethinking Production Tools  
Physical Computing  
Design Strategies and Practices  
Innovation and Design

Oakland University

Bachelor of Arts in Political Science

2011

### SKILLS •

- JavaScript
- Angular
- React
- HTML5
- CSS3
- Node.js
- Git
- Bootstrap
- Adobe Creative Cloud
- Sketch
- UI / UX Design
- User Research
- Project Management Tools
- Jira
- Microsoft Office
- SQL

### CONTACT •

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### Languages •

English - Fluent/Native

Arabic - Conversational