

Alaa Abusarah

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PRODUCT MANAGER

Product Strategy • AI Products • Mobile Apps • SaaS • Consumer Products • Analytics

Product Manager with 8+ years of experience building digital products across mobile, AI, gaming, SaaS, and marketplaces. Experienced in defining product strategy, translating business goals into product roadmaps, leading cross-functional teams, and shipping customer-focused features

WORK EXPERIENCE

Syarah - Amman, Jordan

06/2026 - PRESENT

Product Manager

Own the end-to-end product strategy for Syarah's internal vehicle onboarding platform.

- Lead product discovery through analytics and stakeholder collaboration.
- Define product roadmaps and prioritize high-impact initiatives.
- Partner with engineering and data teams to deliver product improvements.
- Drive initiatives that reduce vehicle time-to-market.

Beanz - Amman, Jordan

02/2026 - 06/2026

Product Manager

Coffee marketplace platform where I owned internal operations and partner-facing products.

- Owned the product strategy for internal and partner-facing platforms.
- Lead product discovery and prioritize initiatives across multiple products.
- Partnered with cross-functional teams to deliver customer and operational improvements.
- Rebuilt the partner application to streamline shop management workflows.

Shusmo Games - Amman, Jordan

07/2025 - PRESENT

Game Producer – Remote (Part-Time)

Led production for mobile games, coordinating planning and execution across a remote team.

- Defined product priorities and managed feature backlogs.
- Coordinated cross-functional teams to deliver mobile games.

Hungry Mushrooms - Amman, Jordan

03/2024 - 03/2025

Production Team Lead

Led multi-disciplinary teams at a mobile game studio to deliver profitable products.

- Accomplished profitability in 3 months, by leading 20+ staff and optimizing marketing.
- Reduced cycles by 75%, by introducing Agile & Lean workflows.
- Improved scalability, by training teams on microservice design patterns.
- Increased engagement, by managing campaigns and optimizing revenue streams.

GamesCup - Amman, Jordan

11/2022 - 03/2024

Senior Unity Developer

Indie studio developing mobile games, where I guided the technical direction.

Stem Lap - Amman, Jordan

07/2022 - 11/2022

Senior Unity Developer

EdTech-focused studio, where I supported production of learning-based games and applications.

Tarmem - Amman, Jordan

01/2022 - 07/2022

Unity AR Developer

Delivered AR applications converting 3D archaeological designs into interactive Unity experiences.

Freelancer - Amman, Jordan

01/2019 - 01/2022

Game Developer

Developed Unity-based projects for clients, from prototypes to commercial releases.

PROFESSIONAL SKILLS

- Product Strategy, Vision & Roadmap Development.
- Product Discovery, Customer Research & Problem Validation.
- Requirements Gathering, User Stories & Backlog Management.
- Agile Product Management (Scrum, Kanban & Sprint Planning).
- Product Analytics, KPI Definition & Data-Driven Decision Making.
- Cross-Functional Leadership & Stakeholder Communication.
- AI Product Development & Rapid Prototyping with LLMs.
- Technical Product Management (APIs, SQL, Databases & System Design).
- Software Development Lifecycle (SDLC) & Release Planning.
- Tools: Jira, Confluence, ClickUp, Notion, Figma, GitHub, Supabase, Firebase and Mixpanel.

ACHIEVEMENTS

Unity Asset Store Publishing

Developed and published production-ready Unity tools to support teams and streamline workflows.

- Improved team efficiency by providing ready-to-use production utilities.
- Enhanced scalability by introducing modular toolkits into pipelines.

LANGUAGE COMPETENCIES

- Arabic: native language
- English: fluent (speaking, reading, writing)