

Alaa Abusarah

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TECHNICAL PRODUCT MANAGER

Product Strategy • Product Discovery • SaaS • AI Products • Analytics

Technical Product Manager with 8+ years of experience building digital products across SaaS, AI, marketplaces, and mobile. Experienced in product strategy, discovery, roadmaps, and cross-functional delivery, with a strong software engineering background.

WORK EXPERIENCE

Syarah - Amman, Jordan

06/2026 - 08/2026

Product Manager

Owned the internal vehicle onboarding platform, driving product strategy and discovery.

- Owned product strategy and roadmap for Syarah's internal vehicle onboarding platform.
- Led product discovery through data analysis and stakeholder collaboration.
- Prioritized initiatives and translated business needs into clear product requirements.
- Partnered with engineering and data teams to deliver product improvements.

Beanz - Amman, Jordan

02/2026 - 06/2026

Product Manager

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

- Owned product strategy and roadmap for internal and partner-facing platforms.
- Led product discovery, requirements gathering, and initiative prioritization.
- Partnered with engineering and business teams to deliver operational improvements.
- Rebuilt the partner application to streamline shop management workflows.

Shusmo Games - Amman, Jordan

07/2025 - PRESENT

Technical Product Manager – Remote (Part-Time)

Led product strategy and technical delivery for mobile games across a remote development team.

- Defined roadmaps, prioritized features, and managed the product backlog.
- Translated product requirements into clear technical deliverables for developers.

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 & Roadmap Development
- Product Discovery & Problem Validation
- Feature Prioritization & Backlog Management
- Requirements Gathering & User Stories
- Agile Product Management & Scrum
- Product Analytics & Data-Driven Decision Making
- KPI Definition & A/B Testing
- Cross-Functional Leadership & Stakeholder Management
- SQL & REST APIs
- System Design & SDLC

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)