

Alaa Abusarah

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TECHNICAL PRODUCT MANAGER

Product Strategy • Product Discovery • SaaS • Internal Platforms • Analytics

Product Manager with 8+ years across product management and software engineering, building SaaS, internal operational platforms, partner-facing products, and mobile applications. Experienced in product strategy, discovery, roadmapping, prioritisation, Agile delivery, product analytics, SQL, and technical collaboration. Strong track record of turning operational problems into product improvements that reduce process time, improve user outcomes, and support business growth.

WORK EXPERIENCE

Syarah- Amman, Jordan

06/2026 - 08/2026

Product Manager

Owned an internal vehicle onboarding platform connecting vehicle acquisition and publication.

- Owned product strategy, roadmap, discovery, and prioritisation for the internal platform.
- Analysed product data and workflows to identify handover bottlenecks.
- Redesigned workflow statuses and handoffs with Engineering and Operations.
- Translated operational needs into clear user stories, and prioritised backlog items.
- Partnered closely with Engineering and Data through delivery and release.

Beanz - Amman, Jordan

02/2026 - 06/2026

Product Manager

Owned internal operations and partner-facing products for a coffee marketplace.

- Owned product strategy, roadmap, discovery and prioritisation across multiple products.
- Reduced an internal task from ~2 days to ~5 minutes by redesigning the process.
- Rebuilt the partner application to streamline shop management and operational workflows.
- Reduced content publishing from ~3 days to ~5 minutes through workflow improvements.

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.

- Own product strategy, roadmap, prioritisation, and backlog for mobile products.
- Translate user and business requirements into clear stories and technical deliverables.
- Work directly with a remote team across planning, delivery, prioritisation, and release.
- Balance product outcomes and delivery priorities in a fast-moving environment.

Hungry Mushrooms - Amman, Jordan

03/2024 - 03/2025

Production Team Lead

Led a 20+ person cross-functional team across Product, Design, Art, QA, and Marketing.

- Introduced Agile and Lean workflows, reducing development cycles by 75%.
- Improved Day-1 retention from 7% to ~20% through product improvements.
- Improved monthly revenue while reaching profitability within ~3–4 months.
- Improved team scalability by introducing better technical and delivery practices.

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:** Product Strategy & Roadmapping • Product Discovery & Problem Validation • Feature Prioritisation • Backlog Management • Requirements & User Stories
- **Delivery:** Agile / Scrum • Sprint Planning & Ceremonies • End-to-End Product Delivery • Cross-Functional Leadership • QA • Stakeholder Management
- **Data & Technical:** Product Analytics • SQL • KPI Measurement • APIs • SDLC • Wireframing & Prototyping

ACHIEVEMENTS

Unity Asset Store Publishing

Built and launched **5+ tools end-to-end**, generating **10K+ downloads** and **32.5% conversion**.

FlowSight — Product Analytics SaaS

Built end-to-end, simplifying analytics to **one event payload** with automated tracking.

LANGUAGE COMPETENCIES

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