

Tasin Islam

Product Manager | Product Owner | Enterprise Software & Digital Transformation

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Professional Summary

Product and business analysis professional with 6+ years of experience in enterprise software, SaaS, UX-led modernization, and cross-functional delivery. Skilled in translating business operations into product requirements, workflows, user stories, acceptance criteria, and sprint-ready backlogs across cloud billing, education monitoring, portfolio management, telecom, sports, and hospitality platforms.

Work Experience

Senior Product Analyst

BRAC IT Services Ltd., Dhaka, Bangladesh

May 2025 – Present

- Managing product analysis, requirement breakdown, and backlog preparation across multiple enterprise initiatives, including Cloud Billing Solution, RF Indicator, Calculus, EBL Pre-Sales, and BRAC CDM Hospitality Management System.
- Leading product planning for BRAC Tech's Cloud Billing Solution, an enterprise billing distribution platform planned for rollout across 60+ BRAC units.
- Prepared 100+ user stories, workflows, acceptance criteria, and sprint-ready backlog items across 16 sprint cycles for a 12+ member cross-functional team.
- Defined business rules, validation flows, approval workflows, reporting requirements, role-based access logic, and operational journeys across cloud billing, education monitoring, portfolio management, and hospitality use cases.
- Acted as the product-facing bridge between business stakeholders, engineering, QA, finance, operations, delivery, and commercial teams to align scope, priorities, and delivery execution.

Senior Business Analyst

SELISE / Secure Link Services, Dhaka, Bangladesh

Aug 2024 – Apr 2025

- Led delivery of the SwissSki mobile app, enabling real-time digital engagement for 100,000+ winter sports attendees.
- Managed Service7000 modernization across 4 interconnected systems, impacting 200+ internal users and 50,000+ customers across 3 global regions.
- Contributed to a 35% reduction in support backlog through improved workflow definition, modernization planning, and stakeholder alignment.
- Led pre-study and discovery for Be Brave AI, helping convert the engagement into a long-term development partnership for the EagleGPT product.
- Delivered 3 major client outcomes across 2 enterprise accounts within 9 months, covering discovery, scope alignment, delivery coordination, and client communication.

Strategy, Planning & UX Roles

Navigator's Solution, AsiaticEXP, Dhaka, Bangladesh

Jul 2022 – Jul 2024

Role progression: Senior UX Designer → Deputy Manager, Strategy & Planning → Strategy & Planning Lead

- Owned planning, timeline management, and cross-functional coordination for 12+ digital, UX, web, campaign, and AV initiatives across Unilever, BAT, and government-sector accounts.
- Managed 5 major UX projects, improving user task completion time by up to 40% through research-backed UX planning and iteration.
- Conducted 30+ user interviews and feedback sessions to inform journey flows, wireframes, usability recommendations, and product experience improvements.
- Introduced structured task-tracking workflows that reduced delivery lag by 25%.
- Delivered 8 high-impact internal AV projects for BAT and Unilever Bangladesh within a 6-week timeline.

Strategic Planner

Mindscape Communications, Dhaka, Bangladesh

Apr 2021 – May 2022

- Led planning for the BuyHereNow platform revamp, contributing to a 20% increase in monthly transactions.
- Managed launch communication strategy for Toffee, contributing to 50,000+ new user signups within 3 months.
- Developed campaign strategies, digital journeys, and communication plans aligned with product adoption and customer acquisition goals.

Corporate Account Manager / Strategic Assistant

Banglalink Digital, Dhaka, Bangladesh

Apr 2019 – Feb 2021

Started as: Strategic Assistant / Management Trainee

- Managed 11+ B2B and B2G accounts generating monthly revenue exceeding BDT 5M.
- Supported the My Banglalink App relaunch project, contributing to an 18% increase in user retention post-launch.
- Designed internal performance dashboards that improved account management tracking accuracy by 40%.
- Supported UAT for 7+ digital initiatives across loyalty, self-service, and customer engagement domains.

Selected Product Projects

Product / Project	Role	Scope	Product Relevance
Cloud Billing Solution	Senior Product Analyst	Enterprise billing distribution platform for 60+ BRAC units	Product planning, billing logic, validation rules, reporting, sprint backlog
RF Indicator – BEP MIS	Senior Product Analyst	Indicator monitoring and approval workflow platform for BRAC Education operations	Role-based workflows, dashboard logic, approval flows, data input, reporting
Calculus	Senior Product Analyst	Internal portfolio, project, commercial, resource, and worklog management platform	Product architecture, resource workflows, project lifecycle, role-specific journeys
BRAC CDM Hospitality Management System	Product / Business Analyst	Hospitality management platform for commercial operations	Workflow design, feature planning, commercial product structuring
SwissSki App	Senior Business Analyst	Mobile app for winter sports engagement	100,000+ attendees supported
Service7000 Modernization	Senior Business Analyst	4-system modernization across 3 regions	200+ internal users, 50,000+ customers, 35% support backlog reduction
Be Brave AI / EagleGPT	Senior Business Analyst	Pre-study and discovery for AI product development engagement	Product discovery, client onboarding, solution scoping
BeHereNow Platform Revamp	Strategic Planner	Digital commerce platform revamp	Product adoption, transaction growth, customer journey planning
Toffee Launch Communication	Strategic Planner	OTT platform launch communication and adoption campaign	Go-to-market planning, user acquisition, digital product launch

Educational Background

Bachelor of Business Administration, BRAC University

Major: Marketing & Finance | **CGPA:** 3.58 / 4.00

Recognition: Dean's List, CFA Research Challenge Finalist 2018

Extra-Curricular: Communications Associate, BRAC University Community Service Club

Research Works:

- Factors Affecting Consumer Purchase Behavior Towards Online Clothing Products in Bangladesh (SSRN: <https://ssrn.com/abstract=3286105>)

Skills

Product Management & Analysis: Product Discovery, Requirement Analysis, PRD/SRS Documentation, User Story Mapping, Backlog Preparation, Acceptance Criteria, Workflow Design, MVP Planning, UAT Support, Stakeholder Alignment

Enterprise Delivery: Agile, Scrum, Sprint Planning, Scope Management, Cross-functional Delivery, Role-Based Access Design, Approval Workflow Design, Reporting Requirements, Operational Process Mapping

Tools & Technical: JIRA, Confluence, Figma, Power BI, SQL, MS Excel, MS Office, HTML/CSS, Adobe Suite

References

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