



Ali Hamandi

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Arabic (Native) - English (Professional Working Proficiency)

Summary

Engineering-backed Product Manager with 8+ years of experience driving end-to-end product development, operational optimization, and data-driven strategy across digital and physical product lifecycles. Proven expertise in integrating **AI solutions** and **analyzing system dynamics** to streamline cross-functional processes and commercial operations. A lifelong technophile with deep domain passion for all types of consumer electronics, actively tracking global hardware/software releases, testing new technologies, and studying product architectures since 2012. Leverages a unique blend of Mechatronics engineering, modern manufacturing experience, and strong product development skills to deliver scalable, market-leading product strategies and go-to-market initiatives. Has led and launched products across **telecom**, **logistics**, **e-commerce**, **q-commerce**, **fintech**, and **physical consumer goods**, scaling up businesses worth more than **\$150M**.

Experience

Associate Manager of Product (Lead) - Tamata Shopping | Taza Express

(Consultation Contractor | Jan 2023 - Jan 2024) - (Full-time | Feb 2024 - Present)

- Lead the product strategy and lifecycle management for the customer-facing mobile app, BNPL service, Taza q-commerce, logistics, and the backbone operational dashboards.
- Drive operational optimization and strategy for sister companies, including Earthlink and AI Watani (Telecom), through digital transformation and AI integration.
- Apply system dynamics and commercial data analysis to streamline cross-functional workflows, enhancing product performance across retail and telecom channels.
- Act as the primary link between technical teams and business stakeholders to ensure product initiatives align with overarching commercial growth objectives.

Founder & Product Developer - Quta3d (Freelance | Apr 2021 - Feb 2024)

- Managed the end-to-end physical product lifecycle, from concept and design to manufacturing and delivery using modern manufacturing technology like CNC machines and 3D printers.
- Executed Go-To-Market (GTM) strategies for physical consumer goods and branded merchandise.

Product Designer - Baly (Rocket Internet) (Aug 2022 - Feb 2024)

- Directed the product lifecycle and strategy for a diverse portfolio of 5 digital products, including customer-facing food/grocery apps, internal vendor management, fleet operations, and the main back-office.
- Collaborated cross-functionally with the Baly Taxi team to manage user flows, optimize UX writing, and execute localization strategies, ensuring the product was tailored to the market.
- Scaled the q-commerce venture to approximately 10,000 daily orders by optimizing user flows, analyzing commercial data, and aligning product features with market demands.
- Enabled internal operations and partner teams by enhancing robust back-office tools that streamlined daily operations and drove business growth.

Product Design Trainer - Computiq (Contractor | Oct 2021 - Jan 2023)

- Developed and conducted strategic product and UX workshops for 200+ participants across dedicated software development bootcamps and **Startup Weekend** events, demonstrating strong communication, presentation, and influencing skills across diverse audiences.

Product Designer - Feed App (Part-time | Oct 2021 - Jan 2022) - (Full-time | Jan 2022 - Aug 2022)

- Managed the end-to-end product pipeline and design system for the customer-facing mobile app, ensuring consistency in research, planning, and implementation.

Product & Graphic Designer - Tamata Shopping (Aug 2020 - Jan 2022)

- Led the creation of the core design system and executed a full strategic refresh of the customer-facing e-commerce app, aligning the digital product with commercial goals and improving user retention.
- Directed all marketing production, establishing a foundation in commercial communication, brand presentation, and visual strategy.

Program Graphic Designer - World University Service of Canada (WUSC) (Dec 2019 - Apr 2021)

- Led the design and development of instructional materials visual guides for the BRIDGE program, a nationwide vocational training initiative in Iraq.
- Translated complex technical concepts into highly accessible, easy-to-understand visual training guides for Training of Trainers (TOTs) and trainees across diverse trades, including electrical, woodworking, and food preparation.
- Standardized program materials to ensure consistent knowledge transfer, demonstrating the ability to articulate value propositions and instructions clearly to diverse, non-technical audiences.

Product Designer - Solo Studio (Paid Internship | Dec 2019 - Jul 2020)

- Collaborated with various businesses to develop and launch digital products across multiple platforms, managing the end-to-end design and implementation process.

Graphic Designer

- **Shabab Media** (Apr 2019 - Aug 2019)

Responsible for end-to-end marketing production, honing skills in visual communication and commercial branding for diverse audiences.

- **4 Corners** (Jun 2018 - Nov 2018)

Responsible for end-to-end marketing production, honing skills in visual communication and commercial branding for diverse audiences.

Skills

- **Product & Commercial Strategy:**

Product Lifecycle Management (PLM), Go-To-Market (GTM) Strategy, System Dynamics, Commercial Data Analysis, Cross-Functional Leadership, Process Optimization, User Experience Research, User Experience Design, User Interface Design, User Flow Management.

- **Technology & AI:**

AI Integration & Prompt Engineering (Claude Code (Superuser), Codex, Cursor Composer), Machine Learning Concepts, Python, JavaScript/ReactJS, HTML/CSS.

- **Consumer Electronics & Hardware:**

Deep knowledge of smartphone ecosystems and global tech hardware trends, Mechatronics, modern manufacturing (CNC, 3D printing), photography equipment.

- **Tools:**

Stella Architect, Microsoft Office Suite, Google Workspace, GA4, Tableau, Jupyter Notebooks, Figma, ProtoPie, Adobe Creative Suite.

Education

Mechatronics Engineering (Ranked 5th)
Al Khawarizmi Eng College - University of Baghdad

Certifications

- Certified with "Introduction to Machine Learning" Bootcamp - CodeLab & Zain - 2021
- Certified with "Deep Dive in JavaScript" - FikraCamps - 2019
- Google UX Foundation - Coursera