

FAHMID HASAN

PRODUCT MANAGER

+88 01521 44 1503
fahmid.cse.cou@gmail.com
fahmidsroadmap.com
fahmidhasan
Dhaka, Bangladesh

SUMMARY

Product Manager with 4.5 years of experience in WordPress and SaaS, leading AI and automation initiatives to enhance products and drive growth. Skilled in revamping legacy platforms, leading cross-functional teams, and delivering user-centric, data-driven solutions that improve engagement and efficiency. Experienced in roadmap ownership, feature scoping, iterative development, and product-led growth strategies that enhance retention, usability, and market positioning. Committed to fostering collaboration and empowering teams to deliver innovative, high-impact solutions.

EDUCATION

Comilla University

Bsc. in Computer Science & Engineering
2020

SKILLS

- Product Leadership: Driving product strategy, roadmap, and delivery for SaaS & WordPress solutions.
- AI & Automation Integration: Building AI-powered features, predictive analytics, and workflow automation to enhance products.
- Agile & Execution Excellence: Expert in agile workflows, project tracking, and timely delivery.
- Analytical & Communication Edge: Turning insights into action with clear, persuasive communication.
- Growth & Scalable Solutions: Driving product-led growth, optimizing retention, and building scalable products.
- Client & Stakeholder Management: Leading onboarding, RFPs, and cross-functional collaboration.

CERTIFICATIONS

- Software Product Management Specialization – University of Alberta
- Agile for Beginners – Great Learning
- AI For Product Management – Mind the Product
- Hackathon Team Lead (2nd Runner-up)

PROFESSIONAL EXPERIENCE

Associate Product Manager

weDevs | 2025 - Present

- Owned product roadmap for Dokan, weDevs' flagship multivendor marketplace plugin — feature scoping, release planning, and agentic commerce strategy.
- Conceptualized and launched AI-powered features across multiple products—including AI Form Builder, AI Talent Pool, Doc Writer, and Chatbot—boosting user engagement by 20–30%.
- Led feature revamp projects for complex Form Builders and User Directory, improving usability and resolving legacy UX issues, contributing to a 12% drop in churn.
- Defined and executed GTM strategies for multiple new roadmap executions for WPUF, WP ERP, weDocs, and WP PM.
- Championed workflow automation initiatives, cutting manual processes by 30% using tools like Antigraity, Lovable and Gems.

Product/Software Analyst

weDevs | 2022 - 2024

- Led cross-functional coordination across developers, designers, and support, delivering updates for multiple products.
- Conducted feature gap analysis, user research, and competitor benchmarking to define and validate product requirements.
- Designed product wireframes and user journeys using tools like Whimsical and Figma, ensuring alignment with business needs.
- Collaborated with development and QA teams to reduce tech debt, scope and refine features, and track roadmap progress.
- Oversaw documentation audits, issue triage, and usability studies to improve user flows and reduce support load.

Market Analyst

Spring Rain Pvt. Ltd | 2021 - 2022

- Conducted market research to drive new Shopify app launches.

Business Analyst

Beatnik Technology Ltd | 2021

- Project requirement analysis & delivery, handled RFPs, onboarding clients, and led pre-briefs and stakeholder sessions.