

Contact

www.linkedin.com/in/teenaazmi
(LinkedIn)
zarashahbeauty.com/ (Personal)

Top Skills

Stakeholder Management
Business-to-Business (B2B)
Product Launch

Certifications

Product Analytics 101

Teena Azmi

Product | Marketplaces | Events
Singapore, Singapore

Summary

An avid mobile app enthusiast. Being in the tech- startup, space for about 3 years, has heightened my curiosity to understand why users do what they do, and decide the 'what' and 'why' of the product. I help businesses build profitable products by aligning user behaviour into product strategy, brainstorm which features to build and prioritise them to focus on delivering the minimum viable product at the earliest. Have worked on a range of products in the food and beauty industries, giving me exposure to food-tech and beauty-tech spaces and am now venturing into legal tech platforms.

As a side hustle I also am a professional makeup artist and an event management specialist. A glimpse of the work that I have done in the wedding industry can be found here : <http://zarashahbeauty.com/>

Experience

LexMeet, Inc.
Product Manager
March 2022 - August 2023 (1 year 6 months)
Singapore

Accentra Technologies
Associate Product Manager
May 2021 - December 2021 (8 months)
Engaged with clients for requirement analysis and product roadmap creation, for mobile apps in an agile environment
Designed process flow diagrams and wireframes to visually exhibit ideas to all the stakeholders
Conducted extensive UAT focusing on user experience
Implemented customer centric features which increased user engagement and conversion ratio

IPSY (A Beauty For All Brand - BFA Industries)
Senior Business Analyst

October 2018 - November 2020 (2 years 2 months)

Greater Los Angeles Area

Gathered business rules, identified functional and non-functional requirements, instituted the app-flow and translated them into tangible deliverables

Reduced product backlog by ensuring that the team had complete visibility, using project management tools like JIRA, Asana, Basecamp, Pivotal Tracker

Chic Studios School of Makeup

Professional Makeup Artist

2015 - 2019 (4 years)

Greater Los Angeles Area

neurlabs

2 years 1 month

Business Analyst

April 2016 - April 2017 (1 year 1 month)

Quality Analyst

April 2015 - March 2016 (1 year)

Bengaluru Area, India

Was responsible for maintaining 0% high severity defects in the final release

1. Performed Functional, regression, User Interface testing of apps
2. Worked on test case creation and execution, bug identification and bug fix verification

Education

Indian School of Business

Post Graduate Programme, Marketing and Strategy · (2017 - 2018)

Anna University

Bachelor of Engineering - BE, Computer Science