# Christopher Ogwumah

PRODUCT MANAGER / OWNER

# Profile

Product manager passionate about transforming complex problems into elegant solutions through products that suit the customer's needs and the larger business objectives. With over 3 years working experience, I am looking to apply my knowledge into researching, product development, growth strategy mapping, and collaboration which allows me to prioritize efficient processes, user retention, and cost-effective operations.

# **Employment History**

Product Manager Midadigitals, Lagos, Nigeria.

SEPTEMBER 2019 - JULY 2022

#### I. Product Definition

- Researched product-market fit to examine a market's competitive landscape, to ensure products that address real customer's needs.
- A/B testing of features and products.
- Developed realistic product roadmaps, sparingly failing to meet up with commitments. Clearly defined sprints and supported the development team with practical solutions.
- Helped blockchain clients raise over \$505,000 in ICO, crowd funding and cloud credit grants.
- Saved the clients over \$20,000 in one year product development cost working as an IT and media thought leader, helping to nimbly and creatively capitalize on the latest market and digital trends.
- Created robust product requirements with prioritized features to drive value in short evolutionary delivery cycles.
- Defined clear non-functional requirements and ensured adherence to them.
- Clearly wrote product specifications and defined KPIs for features and products using also the Gerkin syntax for user stories.
- Acted like the client's liaison; ensured that products are built to specification and in timely fashion, while staying within the roadmap.

#### II. Product Development

- Collected and analyzed stakeholder requirements.
- Worked with the design team to wireframe and design products, features and prototypes, picking up some vital knowledge of design and design tools in the process.
- Ensured analytics capabilities or tools such as Google Analytics are baked into all products.
- Wrote detailed Epics and User Stories, identified edge cases, and worked with the product team to roll out features and products in an agile, continuous deployment environment.

### III. Operations

• Worked with leadership and scrum master to manage backlog of feature requirements and to communicate our priorities, timelines and big picture strategy persuasively across teams and stakeholders for all products.

#### Contact

Lagos, Nigeria +2349130280402 maileochris@gmail.com

#### Links

LinkedIn

Github

Behance

Website

#### Skills

JIRA

Trello, Asana, Monday.com

Figma, Miro, Loom, Photoshop

Aglie Methodologies: Srum, Kanban

Microsoft Office, Google Suite, Notion, Coda

Amplitude, Mixpanel, Google Analytics, Hotjar

Wordpress, Elementor, Webflow

System Architecture & Design

Python, Firebase, MySQL

Empathy, Leadership, Critical Thinking, Time Management

Communication (Oral, Teams, Slack, Basecamp, Email)

#### Languages

English

#### References

Available upon request

**Exchange Pro:** A cryptocurrency exchange which allows users buy and sell crypto currencies in exchange for fiat. I hired and managed all cross functional teams in this project, designed the UI for the website, developed a go-to-market plan and organized the PRO-Talk show as a marketing effort.

**Lagos Business School:** 21 Faculty portfolio websites. A Faculty visibility project to showcase the school's wealth of professionals. Lead a team of web developers, SEO experts and UI designers to actualize this project.

**Solana Punk:** A Binance smart chain token used to trade barter for NFTs in Solana. Led all management and technology efforts for token LP, advertisement and MVP deployment which realized 22,000 leads in 3 months and \$105,000 for ICO, pre-sale and crowdfunding.

1159 Realty: A target saving real estate investment product. This product allows users to easily find land or houses and make payment in instalments supported by other features. Designed the UI and led product operations.

**Efunds Crypto:** A cryptocurrency exchange which allows users buy and sell crypto currencies in exchange for fiat. Designed the UI and led product operations.

**Jasmine HQ:** NFT creator market place built on Polygon. I led all management and technology efforts of a team of 11, deployed MVP for the beta testers and marketing campaign which realized over 12,000 signups in 2 months and an ongoing \$400,000 partnership deal with Polygon.

## Designer, Socialander, Lagos, Nigeria

JUNE 2020 - OCTOBER 2020

- Managed web development projects for clients using code and no-code technologies.
- Managed reporting and analytics for the growth team, recommending strategies for increased revenue generation.
- Collaborated with the product team to build an intraorganizational complex system; design for Human Resource Management System, Performance and Enterprise Management, etc.
- Assisted in UX Review for product deliverables across Africa. Teamed up with other talents to design an end-to-end feature process that increased merchant growth and loan disbursement in the product.
- Converted Business Requirement Documents to designs and worked on copies for each design module

#### Education

#### B. Tech, Federal University of Technology, Owerri

Management - Logisitics and Supply Chain

#### Extra-curricular Activities

Sept 2022 - Present Member at The Product Coalition, USA

Jun 2022 - Present Member at Better Products