JAHANGIR BABAR

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EDUCATION

Northeastern University | GPA: 4.0 Boston, MA
Master of Science in Engineering Management Expected May 2026

National University of Sciences and Technology | 6x Deans Honor List Islamabad, Pakistan
Bachelor of Science in Computer Science June 2023

WORK EXPERIENCE

Product Management Intern — Bright Horizons | *Newton, MA | Full time* July 2025 – Present

- Contributed to BHLogin launch, a centralized SSO on Okta, replacing fragmented logins across 8+ service platforms
- Tagged pages in Pendo and aligned analytics tools (Qlik, GA, FullStory) to track feature adoption and drop-off points
- Synthesized data from dashboards using Excel/XLOOKUP, supporting quarterly review for the Chief Digital Officer
- Wrote user stories and refined backlog in Azure DevOps for OSR campaign, enabling nudges for 1,300+ registrants

Marketing Assistant — Institute for Experiential Robotics | *Boston, MA | Part time* June 2025 – Present

- Revamped WordPress site UX and visuals, improving content clarity and increasing time-on-page by 35%
- Grew LinkedIn post impressions by 331% and search appearances by 139% through targeted content strategy
- Produced and uploaded 10+ research videos on YouTube, expanding the lab's reach and online engagement
- Drafted Wikipedia bios for faculty to boost public visibility and improve research discoverability via organic search

Video Production Assistant — *Center for Transformative Media | Boston, MA | Part time* Jan 2025 – Present

- Edited 12+ videos in Adobe Premiere Pro, improving clarity with speaker IDs, subtitles, and timing adjustments
- Shaped narratives from academic content, translating complex ideas into stories that resonate with audiences
- Integrated feedback to streamline revisions, cutting review edits by 40% and speeding up delivery
- Managed YouTube uploads and metadata, boosting discoverability via titles, QR codes, and timestamps.

Software Engineer — *Devsinc | Islamabad, Pakistan | Full time* May 2023 – Aug 2024

- Developed Python APIs for Deaglo, an FX risk management platform, enabling analytics for global investment firms
- Built scalable microservices with C# .NET, cutting release cycle time by 40% and enabling faster product iteration
- Optimized SQL queries, reducing execution time by 45% through indexing, query optimization, and database partitioning
- Integrated RabbitMQ for asynchronous communication between microservices, enhancing system reliability & scalability

PROJECTS

Bizmilla — ***Product Manager** | Pre-seed startup , Boston, MA* — *link* Feb 2025 – June 2025

- Led MVP for a P2P marketplace connecting Muslim founders with Shariah-aligned investors and mentors
- Scoped 5 epics (AI mentorship, onboarding, messaging) and led roadmap execution with 4 engineers and 1 designer
- Boosted dev velocity ~50% by onboarding team to JIRA and leading workflow walkthroughs
- Ran A/B tests on investor UX (2.3× engagement lift) and launched GTM via partnerships with cultural centers

Farm to Fork — ***Product Manager** | Service Learning, Northeastern University* — *link* Jan 2025 – April 2025

- Led a team of 4 to develop a PRD for a sustainable food discovery app, based on 20 user interviews & 40 survey responses
- Conducted market research & competitive analysis across 7 platforms, identifying 5 key gaps in eco-conscious food access
- Mapped 5 detailed user journeys and created 3 end-user personas to inform use cases, features, and prioritization

Airbnb for Elderly — ***Product Manager** | 3 week Hackathon, Northeastern University | link* November 2024

- Conducted market research and competitive analysis to discover key accessibility gaps, identifying 4 improvement areas
- Achieved 90% alignment with user needs by prioritizing 4 core innovative features using the MoSCoW method
- Determined 3 key success metrics by tracking adoption and conversion, projecting a 20% senior bookings boost
- Developed a 4-phase product roadmap for 3 accessibility features, improving Airbnb's inclusivity for 11.25M users

LEADERSHIP

Filmmaker | *Community Development Initiative, International Research & Exchanges Board (IREX)* Sep 2022 – Jan 2023

- Led 45 volunteers to produce a <u>short film</u> on women's challenges in education. Presented the film to an audience of 500+ attendees, effectively communicating the film's message and impact

SKILLS

Product & Tools: Pendo, Azure DevOps (ADO), Jira, FullStory, Google Analytics, Qlik, Figma, Tableau, Confluence, Slack, Trello
Technical Skills: SQL, Python, C#, JavaScript, Java, .NET, HTML, CSS, AWS, React, Node.js, TypeScript, Excel VBA
Product Management: Agile, Roadmapping, Feature Prioritization, User Story Mapping, Market Research, Go-to-Market
Strategy, Prototyping, A/B Testing, Iterative Design, Product Marketing, Technical Documentation