

IBUKUNOLUWA THERESA AJIBARE - ASUNI PRODUCT OWNER

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SUMMARY

I am an enthusiastic and outcome-focused product owner who has a proven history of effectively developing and introducing ready-to-market digital products spanning various areas within fintech. Additionally, I possess expertise in evaluating data analytics dashboards designed to oversee and analyze product performance, particularly in terms of customer retention and the identification of areas for enhancement. I utilize my grasp of customer insights obtained from data, along with thorough market and user research, to drive data-informed product choices that yield the intended business results.

WORK EXPERIENCE

Kredete Inc (Techstars S' 23)

Simplifying Credit and Payment for All

Product Owner/Scrum Master

New York, USA -Remote

Nov 2022 - Dec, 2024

- I worked cross-functionally with technical, product, and marketing teams to improve, optimize, and simplify the user onboarding process that was causing drop-offs and reducing user adoption on the customer's app by implementing the new onboarding flow after carrying out user research to identify customer pain points in the existing onboarding process, and I came up with new approach to simplify it. This resulted in a 100% reduction in drop-offs and an increase in user adoption.
- Conducted successful sprints that have met sprint goals with the development team by managing the backlog and leading sprint planning, daily stand-up sprint reviews, and retrospective meetings.
- Monitored product performance and conducted product analysis with the use of mixpanel metrics and CleverTaps to identify areas for improvement, resulting in a 10% increase in customer retention.
- I assisted in developing product strategies and roadmaps, working closely with senior product managers and stakeholders.
- Conducted market research and competitive analysis to identify emerging trends and opportunities for product enhancements.
- I led a cross-functional team to improve, optimize, and simplify the user experience for onboarding (log in, by setting in security questions as an extra layer of security on the mobile app). This resulted in verifying users' identities when they forgot their password or tried to log in from a new device or location.
- I wrote product requirement documents, wrote user stories and acceptance criteria, and broke down the stories into smaller tasks.
- Conducted user and market research to understand users' needs and identify potential opportunities and market trends.
- Collaborated with customer support, marketing, merchant acquisition, sales, and partnership teams to prioritize opportunities for continuous improvement based on market feedback and user needs with a focus on achieving business goals.

Schull Technologies,
Product Manager/Scrum Master

Lagos, Nigeria - Hybrid
Jan. 2022 - Jan. 2023

- Collaborated with cross-functional teams to define and document product requirements, ensuring alignment with business goals and user needs.
- Implemented agile methodologies and managed product backlogs, prioritizing features and enhancements based on customer feedback and business goals.
- I liaised cross-functionally with the developers, UX designers, and product managers during and post implementation, project phase of a social responsibility app.
- Collaborated with customer support, marketing, and partnership teams to prioritize opportunities for continuous improvement based on market feedback and user needs with a focus on achieving business goals.

EDUCATION

Högskolan i Skövde
Masters of Science[Intelligent Automation]

Skovde, Sweden
Aug 2024, – June 2026

Ajayi Crowther University,
Bachelor of Science in Computer Science,

Oyo, Nigeria
July, 2023

The Federal Polytechnic, Ado
Higher National Diploma in Quantity Surveying,
Best Graduating Student in Quantity Surveying Department

Ado-Ekiti, Nigeria
Dec. 2017

ADDITIONAL INFORMATION

Skills: Agile Development Methodologies, Data Analysis and Insights, Cross-functional Collaboration, Excellent Writing of PRDs, Excellent Communication and Leadership, Product Strategy and Roadmapping, and Market Research

Interests: Fashion, traveling, and meeting new people.

Languages: Fluent in English; Beginner in Svenska

Technical & Soft Skills: [Python, MATLAB, SIMUMATIK, CAD, Agile, High Impact Presentation & Audience Engagement, Relationship Building & Leadership Skills, and Problem Solving]

Certifications & Training: [Certified Scrum Master, Microsoft Power Up Program]