

Naif Abdullah

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NaifAbdullah.com

Summary Product Owner, experienced in financial digital platforms, adept at translating market insights into product roadmaps, optimizing UX, and driving data-driven decisions.

Education **University of Wisconsin – Madison**
Bachelor of Science in Computer Science • GPA: 3.76 / 4.00 • Dean's List (3 Semesters)

Work Experience

SNB Capital

Product Owner – Investment Platform

Aug 2025 – Present

- Owned the product backlog for a financial investment platform serving +2 million clients, expanding and prioritizing +20 feature enhancements and defect resolutions with defined acceptance criteria and prioritization, aligning release planning with engineers' capacity and business objectives.
- Recognized a lack of competitive intelligence informing the roadmap. Conducted market and competitive analysis across regional digital investment platforms and presented findings to the CTO, directly shifting strategic priorities.
- Translated complex financial data requirements into product specifications and Figma wireframes, collaborating with engineering and design to validate technical feasibility and UX alignment, reducing ambiguity in development handoffs.
- Identified that SMS OTPs and notifications were costing SAR 1–2M monthly. Conducted CMA regulatory research, secured compliance sign-off, replaced OTPs with PIN login, and restructured notification defaults to in-app and email channels, projecting SAR 12–24M in annualized savings.
- Built a Power BI dashboard that consolidated lifecycle documentation, ownership, and timelines of 25+ projects, improving project delivery oversight and reducing status meetings by 40%.
- Collaborated cross-functionally with engineering, design, marketing, and operations to coordinate product launches and ensure cohesive go-to-market execution across all user-facing surfaces.

UW–Madison's Division of Information Technology

Full Stack Web Developer

Apr 2022 – Jan 2024

- Led end-to-end delivery of departmental financial and asset tracking systems, collaborating with multiple stakeholders through Agile sprints to improve operational visibility for 4+ departments.
- Supported executive goals through digital transformation, applying structured requirements gathering and stakeholder alignment techniques.

Quality Assurance Lead

Dec 2022 – Oct 2023

- Led cross-functional incident response during system outages, coordinating engineering and stakeholders to reduce downtime impact and maintain service transparency.

Certifications

Professional Scrum Product Owner II (PSPO II) • Professional Scrum Product Owner I (PSPO I) • CME-1

Skills

Product Management & Leadership

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|--------------------------------|------------------------|--------------------------|
| - Market & Competitor Analysis | - Roadmap Definition | - Agile Development |
| - Go-to-Market (GTM) Strategy | - UAT & Sanity Testing | - Stakeholder Engagement |
| - Data Analysis & Dashboarding | - Project Management | - Compliance Management |

Technical Skills

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|------------------------------|--------------------------|---------------------------------|
| - Figma Design & Wireframing | - Jira Trello Monday | - Power BI (DAX) |
| - Microsoft Project | - Office365 | - Java Python C++ ReactJS |