Afsane Baghestani

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Summary

Product Manager with over 3 years of experience owning the end-to-end product lifecycle at a fast-growing startup, from roadmap and requirements to UX design, launch, and data-driven experimentation, building on 2+ years of UX research experience. Served as the sole product owner through a company restructuring while supporting growth from 40 to 3,100+ customers and multiple startup and revenue-growth awards. Multidisciplinary background in HCI, Computer Engineering, and Industrial Engineering brings a structured, data-driven approach to product strategy and decision-making.

Skills

- **Product Management**: Roadmapping & Prioritization (Productboard), Requirements & Specification Writing, A/B Testing & Experimentation, KPI & Success Metric Definition, Agile Workflows (Jira), Stakeholder & Executive Communication
- **Analytics & Research**: Google Analytics, LogRocket, Funnel Analysis, User Research & Usability Testing, Journey Mapping, Affinity Diagramming, Qualitative & Quantitative Analysis
- **UI/UX Design**: Figma, Miro, FigJam, Adobe XD, Atomic Design Systems
- **AI & Emerging Tech**: ChatGPT, Claude Code, MCP Integrations (Google Analytics, Jira, Figma), AI-Assisted Prototyping (Google Stitch, Lovable)
- **Technical**: SQL, Java, HTML/CSS/JavaScript

Work experience

- **Supercrew** — Winnipeg, MB
  Product Manager — *Jul 2023 – Nov 2026*
  - Served as sole product owner for a full year during a company restructuring, independently leading product and design while supporting company growth from 40 to 3,100+ customers and multiple startup and revenue-growth awards over three years.
  - Own end-to-end delivery for every shipped feature: define requirements and success metrics, lead cross-functional reviews, partner with design and engineering through execution, and translate designs into Jira tickets.
  - Serve as the primary product liaison to executive leadership, presenting roadmap and strategy updates to the C-suite and translating leadership, customer, and company-wide needs into roadmap priorities and rapid reprioritization via Productboard.
  - Drive data-informed product decisions by establishing the company's first Google Analytics funnel analysis and LogRocket behavioral analytics to identify drop-off points, uncover opportunities, and evaluate product changes.
  - Lead UX design and experimentation across the app, including redesigning the onboarding flow and validating it through A/B testing, increasing completion by 16% across web and mobile.
  - Own feature enablement, including analytics instrumentation, localization, and internal/external documentation, partnering with Customer Success and Marketing on launch messaging and adoption.
  - Established the company's first design system (Figma, Atomic Design) and competitive analysis process, creating scalable foundations for product design and discovery.
  - Serve as the company's go-to product expert, leading product onboarding and walkthroughs for new hires.
- **University of Manitoba (Human-Computer Interaction Lab)** — Winnipeg, MB
  UX Researcher — *Jan 2021 – May 2023*
  - Designed and conducted observational user studies with 11 pairs of participants, spanning 3 hours for each pair.
  - Developed and conducted semi-structured interviews with 22 participants, alongside pre- & post-study surveys.

- Identified user-centered design ideas based on users' interactions with a feature-rich software to improve both the software and collaborative system to enhance novice older adult users' learning process.
- Analysed questionnaire responses using techniques such as statistical significance testing methods.
- Used qualitative methods (open coding & thematic analysis) to analyze participants' conversations.

- **University of Manitoba** — Winnipeg, MB
  Marker - COMP 3020 — *Sep 2021 – May 2023*
  - Assessed 150+ student projects for understanding of usability design principles, sketching, storyboarding, prototyping, and front-end development using HTML, CSS, and JavaScript.
- **University of Manitoba information services and technology desk** — Winnipeg, MB
  Technical Support Assistant — *Sep 2021 – Dec 2021*
- **Behpardakht Mellat Co.** — Tehran, Iran
  Java Programming Internship — *May 2017 – Aug 2017*

Education

- **University of Manitoba** — Winnipeg, MB
  M.Sc. in Computer Science - Human-Computer Interaction — *Jan 2021 – May 2023*
- **Amirkabir University of Technology** — Tehran, Iran
  B.Sc. in Computer Engineering - Information Technology — *Sep 2014 – Aug 2018*
- **Amirkabir University of Technology** — Tehran, Iran
  B.Sc. in Industrial Engineering — *Sep 2016 – Aug 2020*

Certifications

- **Product Management: An Introduction**
  IBM — *Jun 2026*
- **Google UX Design**
  Google — *Sep 2025*
- **Product Management: Building a Product Roadmap**
  LinkedIn — *Apr 2023*

Publication

- **Older Adults' Collaborative Learning Dynamics When Exploring Feature-Rich Software**
  Proceedings of the ACM on Human-Computer Interaction, 8(CSCW1), Article 101. — *May 2024*