

MUHAMMAD YASEEN FAROOQUI

DIGITAL PRODUCTS CONSULTANT

CONTACT

Phone: +971 55 755 0955
Email: hello@myfarooqui.com
LinkedIn: linkedin.com/in/myfarooqui
Website: myfarooqui.com

EDUCATION

American University of Sharjah
BSc Computer Science
Graduated Jun 2019

Stanford HAI
Certificate in Agentic AI Foundations
Jan 2026 Cohort

SaFe
Certified SaFe 4 Product Owner/Product Manager
Jul 2025

Kellogg School of Management
Exec. Certificate, Analytics & AI
Jan – Mar 2020

Harvard Business School
HBX Business Analytics Certificate
Jun 2018 Cohort

SKILLS

- Agentic AI Foundations
- AI Prototyping (Replit, Claude, Gemini & Figma)
- Design Thinking
- Customer Journeys
- Requirements Engineering
- Data-Driven Decisions
- Project Management
- CX Strategy
- Exponential Innovation

LANGUAGES

- English - Primary
- Urdu - Full Professional
- Arabic - Limited Professional

PROFILE

I help teams across the GCC turn complex problems into products people use. A few years in, I still believe the best technology is the kind that quietly makes lives easier and simpler.

WORK EXPERIENCE

Accenture Song (Previously Interactive) *Sep 2019 – Present*
Digital Products Consultant

- Pod lead for a government entity, delivering multiple e-services stitched into an end-to-end journey for a centralized e-government platform.
- Captured 1k+ customers in first month by launching a global electronics brand's e-commerce channel in-market within 12 weeks, coordinating 5 cross-functional workstreams from zero to live.
- Shaped digital brand and customer experience strategy for a new retail bank in KSA, defining mobile and web experiences to acquire a new customer segment in under 8 weeks.
- Served as Product Owner for a large-scale UAE government transformation covering 22+ services; promoted to PMO role overseeing 100+ services design delivery managing 20+ design resources.
- Brought a major oil & gas company's digital venture to market in 12 weeks, orchestrating end-to-end GTM execution and full platform rollout.
- Acted as CX lead for a UAE telecom operator, applying Voice of Customer and analytics insights to prioritize high-impact improvements across B2C digital channels.
- Delivered Saudi bank marketplace mobile app as an associate product manager. Supporting requirements execution and go-live readiness navigating technical and regulatory compliance issues.
- Business Analyst for UAE's largest telco e-commerce platform launching a service from ideation to delivery in 16 weeks.
- Led internal community-building for Accenture Song, organizing engagement programs such as a guest speaker series, hackathons, and recruitment events. Bringing retention down by 1.5%.

Networkful (AI Startup) *Mar 2017 – Jan 2018*
Co-Founder & CBDO

- Driving business development, growing revenue by 70% via Machine Learning as a Service (MLaaS)

AstroLabs – Google for Startups Hub *Dec 2016 – Jan 2017*
Intern

- Grew AstroLabs Academy's reach to a younger demographic through targeted outreach

Oracle *Jul – Aug 2016*
Advanced Customer Support Intern

- Supported enterprise clients and coordinated with Sales and Pre-Sales teams

EXTRACURRICULAR

Founding Marketing Director *Jan – Dec 2021*
OPEN MENA Chapter (Global non-profit, \$2B+ exits funded)

Built the marketing team and branding strategy from scratch using a design-led approach.

Founder & Ambassador, ACE *Mar 2017 – Jun 2018*
Association of Corporate Engineers, AUS

Created and scaled initiatives reaching 3,000+ engineering students.

Youth Ambassador *Nov 2017 – 2018*
United Nations Global Compact UAE

Promoted sustainability initiatives within AUS and nationally.

Chairman, IEEE Computer Society *Sep 2016 – Jun 2017*
AUS Chapter

Organized a National Level Hackathon with GE Digital; partnered with IBM, Microsoft, Accenture, SAP, Expo 2020, and Maple.