

MUHAMMAD YASEEN FAROOQUI

DIGITAL PRODUCTS CONSULTANT

CONTACT

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SKILLS

- Agentic AI Foundations
- AI Prototyping (Replit, Claude & 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

EDUCATION

American University of Sharjah
BSc Computer Science
Graduated Jun 2019

Stanford HAI
Certificate in Agentic AI Foundations
Jan 2026 Cohort

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

Harvard Business School
HBX Business Analytics Certificate
Jun 2018 Cohort

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 led for a government entity, delivering multiple e-services stitched into an end-to-end journey for a centralized e-government platform
- Led an 8-week e-commerce country launch for a global electronics brand
- Led a new retail bank brand launch in KSA targeting a new customer segment building the digital brand & CX across mobile and web portals in 8 weeks.
- Product Owner for a UAE e-government revamp (22+ services). Promoted to PMO managing 30+ squad resources.
- Delivered a 12-week launch of a leading oil & gas company's digital venture, delivering go-to-market execution and the digital platform rollout
- CX lead at a UAE telco, using VoC/VoA to prioritize improvements across B2C digital channels.
- Business Analyst for UAE's largest telco e-commerce platform and a government library, driving requirements and delivery alignment.
- Led internal community-building for Accenture Song, organizing engagement programming including a guest speaker series, hackathons, and recruitment events
- Associate Product Manager for a Saudi bank marketplace app, supporting roadmap execution and go-live readiness.

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

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

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

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

Oracle *Jul – Aug 2016*
Advanced Customer Support Intern

- Supported enterprise clients and coordinated with Sales and Presales 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 – Present*
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.