Mohammad Rashid

Principal Product Engineer | Technical Product Manager | AI-Native Product Development

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PROFESSIONAL SUMMARY

Product-minded technical builder with 7+ years of experience across product management, software development, AI, gaming, Web3 and digital platforms. Combines strong product and requirements expertise with hands-on technical architecture and AI-native development, independently taking products from business requirements through solution design, implementation, testing, deployment and client onboarding. Experienced in leading teams and translating business needs into production-ready web, mobile and backend systems.

CORE SKILLS

Technical Product Management | Product Strategy & Roadmaps | Requirements Engineering | Software Architecture | AI-Native / AI-Assisted Development | Full-Stack Product Development | Web & Mobile Applications | API Design & Integration | Agile / Scrum | Client & Stakeholder Management | Product Analytics | Gamification & Monetization

PROFESSIONAL EXPERIENCE

Principal Product Engineer | 11 Media Agency

Feb 2026 – Present | Dubai, United Arab Emirates

- Own the end-to-end development lifecycle from business requirements and solution design to implementation, testing, deployment and client onboarding, independently delivering production software with AI-assisted engineering workflows.
- Use AI to propose architectures and implementation approaches, challenge and evaluate those recommendations against product requirements, engineering best practices and trade-offs, then direct, review, debug and iterate the implementation.
- Architect and build full-stack systems across React, React Native, NestJS, PostgreSQL, Firebase and APIs, including web platforms, mobile applications, admin systems, integrations and deployment.
- Built and deployed Smart Padel, a complete sports club management ecosystem, independently from the ground up; currently live across 2 clubs with 10K+ registered players, 1K+ app downloads, 12 courts and approximately 30 staff.
- Delivered 9 Smart Padel mobile applications and 4 web user interfaces spanning club/player operations, bookings, tournaments, academy, staff, payments, wellness, shop, café, TV/signage and related management workflows; launched the initial TV application in under one month.
- Built and delivered the complete Eivan Properties digital platform, including the real-estate agency website, administration panel and on-site signage system.
- Developed and integrated AI capabilities including AI chatbots, content generation, speech-to-text, WhatsApp automation and analytics workflows across client and internal projects.
- Built additional landing pages and supporting digital infrastructure, including email server setup across 7 domains.

Senior Product Manager | 11 Media Agency

Nov 2025 – Feb 2026 | Dubai, United Arab Emirates

- Led product delivery for Winka, a football gaming platform, translating operator requirements into product direction and coordinating the development team.
- Worked directly with operators on VAS requirements, led commercial and contract coordination through signing, and handled associated product and administrative requirements.
- Bridged business, product and technical teams to move the platform toward launch.

Senior Product Manager | INFINITE8

Mar 2023 – Nov 2025 | Dubai, United Arab Emirates

- Owned product roadmaps and priorities across AI, Web3, gaming and gamified platforms, translating business objectives into requirements and user stories for cross-functional teams of 20+.
- Spearheaded Agentic Tower, a no-code AI orchestration platform and marketplace concept; authored the product whitepaper and shaped its B2C and B2B direction.
- Directed product strategy for Freak Off, a creature-collection and racing game, balancing gameplay loops, tokenized assets, retention and reward mechanics.
- Delivered a gamified metaverse experience for Alef Education for COP28 in 2 months, coordinating product and delivery under a tight deadline.
- Managed the du Fanzone World Cup 2022 platform, including avatar creation, gamification and rewards for a leading UAE telecommunications brand.
- Redesigned onboarding and improved satisfaction by 28%, contributing to 70K+ wallet connections in the first week; drove $100K+ in NFT sales within 7 days.
- Improved delivery efficiency by 20% through agile workflow, tracking and cross-department alignment improvements.

Product Manager | INFINITE8 – LandRocker

Apr 2019 – Mar 2023 | Dubai, United Arab Emirates

- Owned product development for Crypto Hunt and Hidden Bitcoin, including game economies, leaderboard systems and retention loops.
- Defined and delivered smart-contract, NFT and Layer-2 integrations in collaboration with blockchain partners.
- Managed 20+ engineers, designers and economy specialists, improving velocity and quality by 20% through agile practices.

ADDITIONAL EXPERIENCE

- Content Manager / Narrative Designer – Time4Fun (2017–2019): Led content for an escape-room platform, managed SEO strategy including Google Rank #1 performance, and authored escape-room narratives.
- Journalist / Page Designer – Kayhan Al Arabi (2012–2017): Progressed to Chief Editor of the Sports section; oversaw editorial strategy, layout and team coordination.

TECHNICAL SKILLS

Languages & Frameworks: TypeScript, React, React Native, NestJS | Backend & Data: Node.js, PostgreSQL, REST APIs, Firebase | AI: Claude, Cursor, AI-assisted development, AI chatbots, speech-to-text, AI content generation | Infrastructure: Git, GitHub, Ci/CD, Railway, Vercel, AWS | Product: Jira, Agile/Scrum, roadmaps, requirements, UX, analytics, gamification, monetization

EDUCATION

Maziar University — Bachelor's, Architecture Engineering | 2008–2012

CERTIFICATIONS

- Prompt Engineering Certificate — Dubai Future Foundation, Apr 2025
- Agile Project Management — Google, Jan 2024
- Google Project Management: Specialization — Google, Dec 2023
- International Leadership and Organizational Behavior — Coursera, Nov 2023
- Successful Negotiation: Essential Strategies and Skills — Coursera, Oct 2023

LANGUAGES

Arabic (Native) | Farsi/Persian (Native) | English (Professional)