TAHMID HAFIZ

Product Operations | Digital Product Management | B2B E-Commerce | UI/UX | CSPO | CAPM

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PROFESSIONAL SUMMARY

Product Operations professional with experience managing a B2B e-commerce platform, specializing in digital product optimization, requirements development, data analytics, and cross-functional execution. Skilled in translating business and customer needs into actionable product improvements, analyzing performance KPIs, and collaborating with Business, Technology, and Sales to drive business growth. UI/UX background with a strong customer-centric approach to digital experiences, product development, and platform optimization.

CORE COMPETENCIES

Product Strategy & Road Mapping • Product Operations & Lifecycle Support • Go-To-Market Execution • Cross-functional Stakeholder Management • Agile/Scrum • A/B Testing & UX Research • Process Improvement • QA & UAT Testing • Vendor & Partner Management • Digital Marketing & Growth • Product Analytics & Reporting (Power BI, SQL, Salesforce)

PROFESSIONAL EXPERIENCE

Program Coordinator
Jan 2024 – Oct 2026

Best Buy Business l Best Buy Canada — *Vancouver, BC*

- Own product operations for the Best Buy Business B2B e-commerce platform, supporting **$600K+ in monthly sales** through cross-functional collaboration across business, technology, and operations teams.
- Partner with business and technology stakeholders to identify improvement opportunities and prioritize platform enhancements, including feature releases and bug fixes, contributing to a **60% year-over-year increase in order dollars and $5M+ in net new revenue**.
- Translate business needs into actionable product requirements, user stories, and feature specifications; define scope and acceptance criteria in collaboration with software development teams.
- Analyze B2B e-commerce performance using **Power BI, Salesforce, and SQL** to identify optimization opportunities, generate actionable insights, and inform product decisions.
- Lead QA, user acceptance testing (UAT), and release readiness for platform enhancements, validating functionality against business requirements and supporting high-quality releases.
- Coordinate multiple concurrent product initiatives using **Jira**, tracking timelines, dependencies, and deliverables to maintain cross-functional alignment and support timely execution.
- Support GTM initiatives for vendor and product programs, coordinating promotional requirements, sales enablement, product information, and launch activities across Sales, Merchandising, and Vendors.

Web Designer
Nov 2023 – May 2024

Metaverse Development Toronto — *Remote*

- Designed responsive e-commerce experiences applying user-centered design principles, accessibility standards, and modern UX best practices.
- Partnered with stakeholders to gather requirements and translate business goals into wireframes and functional page layouts, improving site usability and navigation flow.
- Conducted iterative design reviews and usability checks across devices to ensure consistent, conversion-focused customer experiences.

UI/UX Designer
Aug 2022 – Dec 2022

ALGO Communications — *Hybrid*

- Led design and prototyping of a Zero-Touch Provisioning system to simplify enterprise device onboarding, reducing setup friction for end users.
- Collaborated with engineering and marketing to translate business requirements into intuitive product experiences.
- Conducted wireframing, prototyping, and usability validation throughout the development lifecycle, informing iterative product decisions.

EDUCATION & CERTIFICATIONS

Simon Fraser University — B.Sc. Interactive Arts & Technology l Design Major

CAPM • CSPO • PMP (In Progress)

TOOLS & TECHNOLOGIES

Jira • Confluence • Power BI • Salesforce • SQL • SharePoint • Microsoft 365 • Figma • Google Ads • Shopify