

Ashraf Al Kasseem

AI Product Builder & Product Manager

UAE - Dubai

ashrafkassem.com

📞 [+971505954631](tel:+971505954631)

✉️ hello@ashrafkassem.com

👤 [Ashraf Alkassem](#)

CAREER SUMMARY

Senior Product Manager with 9+ years of experience building and scaling digital and AI-powered products across B2B and B2C environments.

Beyond traditional product leadership, I specialize in rapid MVP development using AI-assisted tools, automation platforms, and API-driven architectures, translating complex ideas into functional products within tight timelines. Built and launched multiple AI-powered systems including automation platforms, conversational applications, and real-time consumer products. Known for combining strong product strategy with hands-on execution, enabling fast validation, efficient delivery, and scalable system design.

KEY SKILLS

Rapid Product Build & AI Execution: AI-assisted product development (LLMs, RAG, AI workflows), Rapid MVP design and delivery (0 → launch cycles), Workflow automation & orchestration, API integrations, webhooks, and system design, Automation-first architecture (no-code / low-code systems).

Product Leadership & Strategy: Product Vision, Roadmap Ownership, Agile/Scrum, Sprint Planning, Backlog Prioritization, Stakeholder Alignment, Product Evangelism, OKRs.

Business & Commercial: Monetization Strategy, GTM Planning, Revenue Modeling, Forecasting, Cost Optimization.

Business & Analytics: KPI Ownership & OKRs, Monetization Strategy, Experimentation Frameworks, Forecasting & Revenue Modeling.

Data & Analytics: Google Analytics, Mixpanel, Tableau, HotJar, Segment, GTM, A/B Testing, KPI Definition, Cohort Analysis, Funnel Optimization.

UX & Design: Figma, Wireframing, UI/UX design, Prototyping, UI/UX Feedback Loops, Usability Testing, User Research JTBD, Service Design.

Growth & Experimentation: A/B Testing, Experiment Design, Growth Loops, Conversion Funnels, CLTV & CRR Tracking, Activation & Engagement Optimization.

AI/ML Product Skills: RAG (Retrieval Augmented Generation), Chatbots, Recommendation Engines, Prompt Engineering, LLM Evaluation, Workflow Automation, AI Product Lifecycle.

Languages: English (Proficient), Arabic (Native)

EDUCATION

- Bachelor Degree in Software engineering From Yarmouk Private University.
- Business Administration Bachelor - UoPeople.
- Certified Product strategist - Micro-certifications - Product School
- Certified Product lead-growth - Micro-certifications - Product School
- Certified Product analytics - Micro-certifications - Product School

TECHNICAL & BUILD STACK

- Automation: Make.com, N8N, workflow automation systems
- AI: OpenAI (GPT), Prompt Engineering, RAG systems, AI agents
- Agent Frameworks: Google Agent Development Kit (architecture design, migration planning, multi-agent orchestration concepts)
- Backend: APIs, Webhooks, Firebase, Supabase, Airtable, Fast API.
- CRM & Integrations: Zoho CRM, Meta APIs, WhatsApp APIs
- Frontend: Flutter (basic), AI-assisted UI tools

RAPID MVP BUILDS (AI & AUTOMATION)

LeadPilot (Early MVP - In-Progress / almost ready to Launch)

- Built a multi-tenant AI automation platform connecting messaging channels, CRM systems, and AI services
- Designed execution flows using API integrations, webhooks, and automation logic
- Delivered a modular system enabling rapid deployment and scalable workflow orchestration

Taamai — AI Video Production SaaS (In-Progress)

- Built an AI-driven Video production system transforming user inputs into structured outputs (brief → concept → moodboard → script → story board → shot engine → full video editing)
- Designed stage-based architecture with AI orchestration and video automation pipelines
- Focused on rapid iteration cycles and production-grade workflow systems

Meen AI Theeb — Multiplayer Social Game (Ready to Launch)

- Built a real-time multiplayer mobile game using Flutter and Firebase
- Designed core game loop, voting mechanics, and real-time synchronization logic
- Delivered an engaging MVP focused on retention, social interaction, and viral mechanics

PROFESSIONAL EXPERIENCE

Granite Mena - Dubai - UAE

Aug 2025-Current

Media consultancy and AI powered solutions - Permanent

Senior Product Manager

- Built and contributed to internal AI-powered tools and workflows to accelerate product discovery, requirement generation, and MVP delivery cycles
- Leading end-to-end product development across AI-driven and digital platforms, from concept to MVP and scaling phases
- Translating business and stakeholder visions into functional product architectures and working MVPs
- Driving rapid scoping, prioritization, and execution with a strong focus on speed-to-market and validation
- Designing and delivering systems using AI workflows, automation logic, and API-driven integrations
- Contributing to internal product ecosystems and AI-enabled tools supporting faster delivery and operational efficiency

Builder.AI - Dubai - UAE

Dec 2023 - Aug 2025

AI Software Company

Senior Product Manager

- Led the product development of AI-powered B2B & B2C platforms including healthcare workflow automation, digital lending tools, and customer service bots.
- Defined feature requirements for AI chat interfaces, smart diagnostics, knowledge retrieval tools, and hospital admin automation.
- Managed development of a triage assistant for clinical intake using RAG (retrieval augmented generation) to surface context-aware guidance.
- Worked with data science teams to build MVPs of AI decision layers for eCommerce recommendation engines.
- Prioritized and delivered backlog across 6+ parallel product initiatives with a squad-based delivery model.
- Authored PRDs, business workflows, and success metrics to align engineering and business stakeholders.
- Supported technical pre-sales with healthcare clients and ensured AI compliance with HIPAA/GDPR considerations.

VIWELL Lifestyle Coaching - Dubai-UAE

Jan 2022 - Dec 2023

B2B- Wellbeing Solution

Senior Product Manager

- Spearheaded the roadmap and growth strategy for VIWELL's consumer and enterprise wellness platform.
- Built B2C journeys focused on health scoring, habit tracking, wellness content delivery, and AI-generated user prompts.
- Launched personalized coaching flows and AI-curated content engines based on wellbeing assessment results.
- Delivered B2B-facing admin portals for HR managers with analytics dashboards, content controls, and employee engagement tracking.
- Worked closely with enterprise clients to deliver white-labeled apps, resulting in >40% of total app revenue.
- Oversaw integration of Fitbit, Apple Health, and Google Fit for continuous health data syncing and user goal tracking.
- Partnered with marketing and clinical advisors to launch mental wellbeing challenges that drove 18% user satisfaction growth.
- Co-created user research loops and A/B tests that validated onboarding improvements, increasing 7-day retention by 22%.

DevRockets - Dubai - UAE - Remotely (From Syria)

Dec 2019 - Jan 2022

Software Development

Product Owner

- Delivered cross-industry SaaS products for healthcare, education, logistics, and commerce clients.
- Co-led the creation of a B2B telemedicine scheduling platform integrated with secure video APIs.
- Translated client visions into release cycles and prototypes; drove feature releases through agile sprints and stakeholder reviews.
- Reduced delivery timelines by 25% through MVP-first approaches and modular backlogs.
- Integrated multilingual flows, mobile responsiveness, and dynamic availability into scheduling logic.

Other companies

2016-2019

Worked as a Product Owner and System Analyst between 2016 and 2019 across marketing and software development companies, contributing to eCommerce platforms, internal business systems, and digital product delivery before transitioning into senior product leadership roles.

SELECTED PROJECTS

VIWELL App – B2C Health & B2B Wellness Platform

World First Class - Mobile App

- Designed and launched a scalable wellness app with journeys for individual users and enterprise clients.
- Built employer-specific challenge modules, analytics dashboards, and content recommendation algorithms.
- Integrated wearables for health monitoring and used collected data to personalize content and coaching.

AI Assistant + Workflow Automation (Builder.ai)

World First Class - Mobile App and Web Platform

- Built AI-powered chatbot systems for mental health and workflow automation
- Designed RAG-based assistants for diagnostics and teleconsultation workflows
- Delivered automation tools improving operational efficiency by 40%