

# Sadman Shafique

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CSM® | CSPO® | University of Waterloo, Bachelor of Mathematics (ITM)

## WORK EXPERIENCE

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### Product Manager

#### Eptics Solutions Inc.

Waterloo, Canada | Jan 2021 - Present

- Owned end-to-end product lifecycle, strategy, roadmap, and delivery for 15+ SaaS, AI, AR/VR, and mobile app products, achieving an average client satisfaction score of 4.8/5.
- Led cross-functional teams across Engineering, Design, and Business to deliver product features and roadmap milestones, shortened client feedback-to-implementation cycle by 30%, reducing average delivery time by two weeks.
- Conducted user research and synthesized user feedback to define product specs, epics, user stories, and acceptance criteria, reducing scope creep by 25% and improving resource allocation by 15%.
- Drove product analytics and data-driven decision making using SQL and business analytics to track key performance indicators, monitor business performance, and prioritize product improvements across concurrent product streams.
- Led go-to-market planning, product marketing, and lifecycle marketing initiatives, applying experimental design and A/B testing to optimize landing pages and increase product adoption by 40% within six months of launch.
- Collaborated with engineering to define scalable PWA/iOS/Android architecture, accelerating deployment by 30% while managing risk management and compliance requirements across client engagements.

### AI Solutions Architect (Part-Time)

#### Augmark Automations

Waterloo, Canada | Jul 2025 - Present

- Architected and delivered end-to-end AI automation solutions for SMBs and agencies, designing scalable workflow architectures across lead acquisition, onboarding, operations, and retention that reduced manual workload by 40-60% and compressed deployment timelines from weeks to 3-5 days.
- Translated complex business objectives and customer needs into secure technical architectures, defining system designs, integration patterns, and implementation plans for 50+ AI-enabled capabilities across CRM, marketing, analytics, and communication platforms.
- Led product delivery across 10-20 concurrent client implementations, building analytics, monitoring, and support frameworks that tracked KPIs, conversion metrics, and LTV signals, reducing manual support effort by 30% while improving system reliability.

### Enterprise Architect (Co-op)

#### Canadian Food Inspection Agency

Ottawa, Canada | Jan 2019 - Dec 2019

- Documented and modeled 50+ organization-wide governance processes in Qualiware using Python and SQL for data analysis, designing ERDs and process architecture diagrams that standardized enterprise data flows across 8+ departments, reducing process ambiguity and review cycles by 30%.
- Designed and implemented a data pipeline to extract, transform, and migrate 3+ years of legacy system data into Qualiware, applying data structures and data science principles to cut manual data entry effort by 40% and accelerate the enterprise software modernization program by an estimated 6 weeks.

## CERTIFICATIONS

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**CSM® Certified ScrumMaster (Badge ID 2079979)**

Scrum Alliance | May 2025

**CSPO® Certified Scrum Product Owner (Badge ID 2081335)**

Scrum Alliance | May 2025

## EDUCATION

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**University of Waterloo Waterloo**

**Waterloo, Canada**

Bachelor of Mathematics majoring in Information Technology Management

## PROJECT EXPERIENCE

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### **Founder & Product Owner**

**Beavermade.ca | Waterloo, Canada | 2025**

- Led product strategy, growth initiatives, and product marketing for a SaaS mobile app platform, acquiring 10,000+ users organically, increasing brand visibility by 200%, and earning features in CBC News and Toronto Sun.
- Designed onboarding flows and user research feedback loops using product analytics and data visualization to track engagement, improving user engagement by 150% and enabling rapid, data-driven product iteration.
- Delivered a full-stack web and iOS platform leveraging OCR, AI-based classification, and real-time APIs, supporting 10,000+ users within six months of launch.

### **Product Owner**

**Caloreach | Waterloo, Canada | 2026**

- Defined product vision, strategy, and roadmap for an AI-driven lifestyle SaaS platform, delivering a production-ready MVP in 8 weeks from concept to launch while addressing specific customer needs around health and engagement.
- Applied experimental design through 10+ usability tests, A/B-style experiments, and user feedback cycles to drive product improvements, identify friction points, and optimize engagement and business objectives prior to launch.

## TOOLS & METHODS

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Jira · Notion · Figma · Mixpanel · Amplitude · Google Analytics · SQL · Python · Next.js · Node.js · React · REST APIs · GraphQL · AWS · Docker · PostgreSQL · Supabase · LangChain · OpenAI API · n8n · Pinecone · Agile/Scrum · OKRs · A/B Testing · ERD Modeling · User Story Mapping · Sprint Planning · Competitive Analysis · GTM · iOS/Android/PWA