

Ashkan Izadi

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Professional Summary

Analytical and results-oriented **Product Owner & Business Analyst** with hands-on experience in **software analysis, documentation, and agile product delivery** across banking, insurance, and logistics industries. Skilled in **DDD, Event Storming, and Agile methodologies**, with a strong focus on translating complex business processes into user-centric digital solutions. Experienced in managing end-to-end product cycles, stakeholder communication, and data-driven decision-making. Passionate about innovation, system efficiency, and continuous product improvement.

Work Experience

Product Owner / Business Analyst – Topkish Company

Tehran, Iran | Spring 2024 – Present

- Leading the analysis and design of multiple enterprise systems, including:
 - Contract Management System
 - Maintenance Request System
 - Learning Management System (LMS)
 - Document Management & Archiving System
 - Purchase Request and Procurement Workflow
 - POS Repair Flow Analysis
- Applying **Domain-Driven Design (DDD)** and **Event Storming** for accurate business modeling.
- Managing product backlog, writing **User Stories, Acceptance Criteria, and Definition of Done (DoD)**.
- Facilitating Agile meetings and acting as a **Scrum facilitator** for cross-functional teams.
- Preparing **Power BI** dashboards and reports for management insights.

Product Owner – PayBar Company

Tehran, Iran | 2022 – 2024

- Product owner for **BARAD**, a logistics system focused on freight and delivery order management.
 - Defined product vision, roadmap, and KPIs in alignment with company goals.
 - Collaborated with engineering teams to improve usability, reliability, and system scalability.
 - Introduced **gamification elements** to increase user engagement and operational efficiency.
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Education

Master's Degree in Information Technology (E-Commerce)

University of Kashan, Iran

Technical Skills

- **Programming & Backend:** Laravel, Livewire, PHP
 - **Database:** SQL Server
 - **Modeling & Design:** UML, Visio, Figma, Balsamiq, Event Storming, DDD
 - **Reporting & BI:** Power BI
 - **Methodologies:** Agile, Scrum, DDD, SOA, Microservices
 - **Product Tools:** Jira, Trello, Confluence
 - **Design:** UI/UX Principles, Wireframing, Prototyping
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Soft Skills

- Leadership and Team Facilitation
- Analytical and Problem-Solving Thinking
- Stakeholder Communication & Collaboration

- Documentation & Versioning
- Continuous Learning and Soft Skill Development

Licenses & Certifications

Certification	Issuer	Year
SOA and Microservice Design Patterns and Domain-Driven Design	SEMATEC	2025
Enterprise Product Management Renaissance Bootcamp Pro	Product Road	2024
Agile Project Management Certification	Karokasb	2023
Product Management	Karokasb	2022
Business Analysis Planning (BABOK v3)	Karokasb	—
Laravel Development	Fanavaran Anisa	2020
PHP Security	Fanavaran Anisa	2018
Certified Linux Administrator (LPIC-1)	Fanavaran Anisa	2015