

NASMAAN IBRAHIM, PMP

Business Systems Analyst | Business Analyst | Product Owner

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Authorized to work in Canada, no sponsorship required | Available now, Vancouver, hybrid or remote across Canada

SUMMARY

Business systems analyst who turns messy requirements into systems people actually use. Five years at a consumer goods manufacturer: first on site, delivering an automated payroll system that cut processing time by 40%, then running an in-house ERP that pulled seven siloed functions onto one platform, from requirements and functional specifications through SIT, UAT, cutover, and adoption. Since 2024 I have owned product end to end at two ventures, including the call to wind one down when the evidence stopped supporting it. The work is the same in both halves: sit with the people who do the job, find out what they actually need, write it down precisely enough to build against, and stay on it until it ships and gets used.

PMP and CSPO certified. Bachelor of Commerce with Honours in Business Technology Management and Business Analytics, UBC Sauder, 2026, Dean's List.

WORK SAMPLES

Four pieces you can read rather than take my word for, at nasmaan.com: a requirement written out in full (</requirement>), the as is and to be process maps behind it (</process>), the UAT pack that signs it off, with traceability, a defect log, and the SQL behind the numbers (</uat>), and the build versus buy evaluation from the ERP (</build-or-buy>).

EXPERIENCE

SKADI Technologies

September 2025 to Present

Co-Founder, Product and Operations

Vancouver, BC

Hardware and software venture building a dual-pod IMU sensor kit that lets freestyle skiers capture and review their tricks. I owned product and commercial from the first interview to the v1 scope. In August 2026 I handed the day to day to my co-founder and moved to an advisory seat.

- Ran 76 customer discovery interviews with freestyle skiers, snowboarders, coaches, and judges to test the problem and willingness to pay, translated the findings into product requirements and positioning, and killed one planned feature before design on what they showed
- Built the financial model from scratch: unit economics at a \$249.99 price point, customer acquisition cost and payback, fundraise scenarios, and runway, with every projected unit traced back to a tested cost per signup
- Ran a Meta Ads validation funnel to a cold audience, 7.44% click through rate and \$5.77 per waitlist signup, to test demand and pricing before engineering committed to a design
- Defined hardware and software requirements with the engineering team, from sensor data capture through the desktop review application, and set release scope for v1
- Built the internal operating system: every meeting and communication captured into one queryable record, with Claude, Cursor, and Zapier automating the workflow

Optima

July 2024 to November 2025

Co-Founder, Product Management

Vancouver, BC

Angel-backed mobile wellness app for situation-specific mindset training. I owned product end to end.

- Shipped a published mobile app end to end, owning UI and UX design, the product framework, and release scope
- Ran customer discovery interviews to test the problem space and reshaped product direction on what they showed
- Led positioning, go to market, and operations, and secured selection into Innovation UBC's venture founder program for mentorship and resourcing (February 2025 to July 2025)
- Recommended the wind-down, seventeen months in, once the evidence showed no path to product-market fit

Unimax Industries Ltd.

July 2019 to September 2024

Junior Technology Project Manager *Part time, remote from Vancouver*

September 2021 to September 2024

Promoted from Project Analyst to run delivery of an in-house ERP replacing siloed departmental systems across the manufacturing operation. Continued part time and remote from Vancouver through the build while completing my BCom at UBC Sauder.

- Delivered an ERP for a consumer goods manufacturer that unified seven siloed business functions onto a single platform, in three phases over eighteen months: inventory, production planning, order tracking, sales, procurement, HR, and finance
- Ran requirements elicitation across all seven functions, produced functional specifications and process maps, and reconciled competing stakeholder needs into one specification set before build

- Led the build versus buy evaluation against SAP Business One, Odoo, and a local ERP, and made the case to build at roughly half the five year cost, then managed SIT and UAT through business sign-off and cutover, tracking test cases and defect triage to closure in Jira
- Facilitated scrum ceremonies for a delivery team of 12 and built the training and change management that drove adoption across functional departments

Project Analyst Full time, on site, Dhaka, Bangladesh

July 2019 to September 2021

Joined full time out of A-Levels as an early hire to replace manual payroll across the manufacturing division, covering salary processing, attendance, deductions, and tax compliance.

- Cut payroll processing time by 40% and eliminated manual calculation errors across the manufacturing division
- Mapped the existing payroll process end to end, isolated the failure points, and translated the findings into functional specifications the development team built against
- Gathered requirements from HR, finance, and IT stakeholders, and led user acceptance testing through business sign-off across a team of 5
- Built the training materials, ran user onboarding, and rolled out a self-service portal for payslips, deductions, and leave balances

LEADERSHIP

Totem Park Residence Association (TPRA), UBC Student Housing and Hospitality Services

July 2022 to August 2023

President, and Vice President Finance before that

Vancouver, BC

- Elected VP Finance in July 2022 and assumed the presidency the following month after an abrupt mid-term departure of council leadership; led the association for a 2,880-student residence for the year
- Rebuilt the council from a leadership vacancy without escalation, working with UBC Housing staff to restore governance mid-term, and led the programming, communications, and volunteer teams supporting 2,880 students through their first year
- Prepared the operating budget and reporting package as VP Finance and handed the function over with a documented position; recognized with the Chris Proctor Award for most significant contribution, alongside Excellence in Leadership and Excellence in Strategic Management

UBC Sauder School of Business, LIFT

June 2022 to October 2024

Team Member

Kenya and Ghana

- Selected for Sauder's international entrepreneurship program, a 32-student UBC team delivering business training across two continents; taught and mentored entrepreneurs in Kenya and Ghana across marketing, finance, and strategy, and helped build the classroom curriculum used in both countries

EDUCATION

The University of British Columbia, Sauder School of Business

Vancouver, BC

Bachelor of Commerce with Honours, Business Technology Management and Business Analytics

2021 to 2026

- Dean's List. International Major Entrance Scholarship, Bachelor of Commerce International Entrance Scholarship, and the Outstanding International Student Award

CERTIFICATIONS

Project Management Professional (PMP) Project Management Institute

Certified Scrum Product Owner (CSPO) Scrum Alliance

SKILLS

Requirements and analysis Requirements elicitation, stakeholder interviews and workshops, functional specifications, user stories and acceptance criteria, process mapping and BPMN, gap analysis, build versus buy evaluation, business process improvement

Delivery SIT and UAT through business sign-off, requirements traceability, test case management, defect triage, cutover planning and hypercare, Agile delivery and scrum ceremonies, backlog management, release scope, training and change management

Product Customer discovery and user research, product requirements, roadmapping, positioning and go to market, pricing and unit economics, financial modeling

Tools Jira, Confluence, SQL (PostgreSQL), Excel, Claude, Cursor, Zapier

Languages English, Bengali