

Israa Njjar

Sr. Technical Product Manager/ former Sr.
Software Engineer

📍 Vancouver, BC, Canada or Remote
☎ +1(778)683-6306
✉ israa.njjar@gmail.com
in [linkedin.com/in/israanjjar](https://www.linkedin.com/in/israanjjar)
🐙 [israanjjar.github.io/](https://github.com/israanjjar)
🐙 github.com/israanjjar

Summary

Israa Njjar is a seasoned Canadian-British Senior Technical Product Manager and former Senior Software Engineer. Israa adeptly navigates end-to-end product cycles, seamlessly integrating customer feedback, and steering growth strategies. Israa expertise in translating customer requirements into revenue-generating products has significantly elevated metrics in user engagement, acquisition, and retention. Israa effectively collaborates with cross-functional teams, conducts thorough market research, and upholds meticulous documentation standards to ensure clarity, continuity and transparency.

Work experience

Technical Product manager - Growth

May 2021 - Sep 2023

Amazon Web Services

- Successfully managed the end-to-end product cycle, from inception to release, for growth-focused products at AWS, ensuring timely delivery and customer satisfaction.
- Incorporated customer feedback and insights into the product experience, resulting in a 20% increase in user engagement and adoption.
- Collaborated with stakeholders and cross-functional teams, fostering effective communication and achieving a 30% increase in user acquisition and retention.
- Led growth-focused research, analyzed market trends, and implemented strategies resulting in improved product optimization and expansion.
- Maintained clear and concise documentation of product requirements and specifications, facilitating seamless collaboration and knowledge transfer.
- Ensured consistency and clarity in all product communications/ materials using language easily understood by both technical and non-technical stakeholders in all external and internal communication

Technical Partner/Product Manager - Platform & Ecosystem

Sep 2020 - May 2021

Hootsuite social media

- Served as the Technical Partner/Product Manager for the Platform & Ecosystem at Hootsuite social media from September 2020 to May 2021, driving revenue growth through the development of ecosystem apps and integrations.
- Managed end-to-end application development lifecycle, ensuring the delivery of high-quality products.
- Coordinated go-to-market activities, ensuring successful product launches and market penetration.

Technical Product Manager - Identity

JAN 2020 - MAR 2020

Realtor.com owned by Move INC , Subsidiary of newscorps

- Led the development and implementation of a new Identity model at Realtor.com, incorporating state-of-the-art security measures and privacy protocols, while seamlessly integrating with modern recommendation systems.
- Successfully introduced the "Sign in with Apple" identity feature, enhancing user experience.
- Improved daily registration rates and managed a global team of professionals.

Technical Product Manager - CCPA

MAR 2019 - MAR 2020

Realtor.com owned by Move INC , Subsidiary of newscorps

- Collaborated with cross-functional teams across the organization to ensure compliance with CCPA and other privacy regulations, playing a critical role in protecting customer data and maintain legal & ethical standards.
- Led the implementation of CCPA compliance measures across 72 services.
- Spearheaded the implementation of opt-out functionality on multiple companies owned by Move Inc.

Technical Product Manager - LEADS

OCT 2018 - MAR 2019

Realtor.com owned by Move INC , Subsidiary of newscorps

- Spearheaded the introduction of new lead delivery methods, resulting in improved efficiency and customer satisfaction.
- Managed and prioritized multiple projects, ensuring timely delivery of milestones.
- Demonstrated proactive problem-solving and maintained consistent communication with stakeholders.

Senior software Engineer

Jun 2015 - OCT 2018

Realtor.com owned by Move INC , Subsidiary of newscorps

- Played a key role in developing a new Ruby on Rails application, improving performance and user experience.
- Contributed to full-stack development, working on back-end and front-end applications.
- Utilized Node applications and AWS tools to enhance software functionality and scalability.

Teaching Assistant for Web Development

Sep 2014 - Mar 2016

Lighthouse LABS

- Mentored student groups in web development, and answered students questions.
- Collaborated with instructors to develop course materials and maintained clear communication with students.

PHP and Front-End Developer

Feb 2014 - Jun 2014

Pledgely

- Translated Photoshop files into responsive and interactive web elements, utilizing Bootstrap, JavaScript, jQuery, PHP, HTML, and CSS.
- Collaborated with cross-functional teams for seamless integration of front-end development with back-end systems.

Full-stack Ruby on Rails Developer

Dec 2013 - Jul 2014

BeHeld (Direct2Artist)

- Developed and implemented new features for web applications, utilizing Ruby on Rails, JavaScript, jQuery, HTML, and CSS.
- Collaborated with cross-functional teams to gather requirements and translate them into responsive Bootstrap visuals.

Web developer

Mar 2013 - Jun 2013

eVisionMedia,

- Served as a web developer and administrator, managing a portfolio of client websites.
- Developed and maintained high-quality websites, ensuring optimal functionality and user experience.

Skills

Shipping products



Took part in over 12 major releases over the course of my career

Product Lifecycle Management



Managed products over the course of their lifecycle with timelines, achieved goals and stretch goals.

Leadership



Led by example while inspiring others to achieve common goals.

Agile software management



Led teams in agile environments that embraced iterative and incremental practices, helped organizations deliver working software more frequently

Full stack development



Worked both on the backend and front-end of web applications

Computing and System Studies

The Open University, UK

Java, software development methodologies, artificial intelligence, web development, object oriented programming principles, systems science, networking principles, automated testing and relational databases.

Passion projects

Volunteer/Co founder

2015 - 2019

Startup Ladies Nights

Non-profit meet-up aimed at bringing women in tech and startup world together

Volunteer for Traction Conference

June 2016

[Traction Conference](#)

Managed sponsors for the conference.

Volunteer Point of contact/ Organizer

June 2015

[Code It Forward Hackathon](#)

Code It Forward is a social initiative where fifty developers, designers, and ideators gather together for a weekend to assist charities and non-profits with their IT needs

Volunteer Mentor

2014

[The next big thing](#)

Volunteered at the event to discover the next fresh startup founder.

Volunteer Mentor for HTML500

2014

[HTML500](#)

A special day where volunteers help teach interested parties how to code in HTML.

Volunteer Css/HTML/Python/Java scripts mentor

2012

[ladies learning code](#)

On a monthly basis, mentored for Ladies Learning Code session.

Projects

Pledgely - PHP/ front-end Developer, Translating Photoshop files into interactive web front-end elements using Bootstrap JavaScripts, jQuery, HTML and CSS.

<http://pledge.ly/>

BeHeld.me - Ruby on rails/ front-end developer, Art e-commerce platform. Using the terminal to give commands, creating Bootstrap visuals for the upgrade of the webapp. JavaScripts, jQuery, Ruby on Rails, HTML and CSS.

<http://beheld.me>

DDWiki - Django wiki.

<https://drive.google.com/file/d/0B6aUnvcFXc0AVU9ocGxhWjV3Rms/view>

github : <https://github.com/israanjjar/Django-wiki>

Iss - Is linux command enhanced using Python.

<https://github.com/israanjjar/Iss-sort-files-by-name>

Dominion - NodeJS, SocketIO application taking a board game into the online world. Role: Mentor, project manager and backend developer for complex code. <https://github.com/BioDigitalJazz/Dominion>

Snowd'In - Bootstrap, RubyOnRails application for snowboarders. Launch date is July 2015. Role: Mentor, project manager and backend developer for complex code. <https://github.com/AndrewGardhouse/powder>

TextBook - A magazine for entrepreneurs. Built with RubyOnRails and AngularJS. Launch August 2015. Role: VP of engineering, project manager and FullStack developer for the prototype. <- This is a private repo, this code is old but public <https://github.com/popsmoke/textbooktest>

Splashers - Swimming classes for toddlers and mothers. Built with Ember front end and a RubyOnRails API backend. Role: Mentor, project manager and backend developer for complex code.

<https://github.com/drewhgood/cruddy-buddy-ember> <https://github.com/Andsbfb/scobb>