

Ammar Arif Siddiqui

Senior Product Manager & AI Engineer

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AI-native product manager based in Kuala Lumpur with ~7 years of product experience and 12+ years of total work experience. Deep background leading high-revenue e-commerce and SaaS platforms, where I've led cross-functional teams and shipped from discovery through production. Portfolio consists of procurement, B2B and B2C marketplaces spanning numerous industries and use cases. Currently upskilling in technical and design skills while utilising cutting edge AI technologies, learning how to design, build, rapidly prototype and iterate independently across stacks.

AI-OPTIMISED ENGINEERING, PRODUCT, AND DESIGN STACK

Product & Design	 Claude	 Wispr Flow	 BigQuery	 Miro	 Figma	 Canva	 Jira	 Notion	 Lark
AI & LLM	 Claude Code	 Codex	 ChatGPT	 Kimi	 DeepSeek	 Cursor AI	 GrokBot	 Zed ACP	 VS Code
Languages	 JavaScript	 TypeScript	 HTML5	 CSS3	 Python	 C	 C++	 C#	 PHP
Frontend & CMS	 Next.js	 React	 Vite	 Astro	 Payload	 Sanity	 Drupal	 Nuxt	 Vue
Backend, DB & DevOps	 PostgreSQL	 MySQL	 MongoDB	 Supabase	 Neon	 Laravel	 Docker	 Git	 GitHub
Hosting, API & Platform	 Vercel	 Netlify	 Cloudflare	 Railway	 GraphQL	 Coolify	 SAP	 Shopify	 AWS

PROFESSIONAL EXPERIENCE

 **Alpinia Enterprises Ltd - Remote (Malaysia, USA)** **June 2025 - present**
Product Consultant, Information Technology

An IT consultancy delivering specialised product and software work for European tech clients. Built products and solutions end-to-end for clients by utilising AI for rapid prototyping and building for both greenfield and brownfield projects. As an AI-native PM, I can now independently lead development from product design and full-stack development through to deployment and managed services.

- **AI-native Product Development:** Built thousands of components, hundreds of pages and dozens of tools across clients and in-house projects, wrote my own agentic harness system inside Claude. Created over 60 agents and 100+ skills, and wrote hundreds of Claude Skills using /skill-creator to create agentic workflows to lead the SDLC end-to-end, and OS for Product Management delivery.
- **Payments:** Utilised AI-driven problem scoping to implement a new cryptocurrency gateway (DirePay) via REST API with static per-account deposit addresses to introduce Cryptocurrency payment methods and account currency features. Implemented an in-house real-time volatility control engine, converting volatile crypto assets into pre-approved stablecoins after payments. The "NextGen" backend payments system achieved a near-instant transaction settlement time, while considerably improving the UI/UX of Cryptocurrency payments modals.
- **Web platform revamp:** Led a rapid UI/UX revamp across a portfolio of monolithic Drupal CMS web apps, running product and design sprints, then rapidly developing Vite + React SPAs and mounting them into the CMS marketing entity script, and styling through customised CSS and JS to deliver significant UI & UX upgrades to the user journey and individual landing pages.

- **Mobile web app UI/UX:** Ran an end-to-end design overhaul for a mobile web app built on legacy PHP. First, designed inside Claude Design, exported to Figma, refined with designers. Through this process, created designs for 20+ module-level design flows by screenshotting existing designs and benchmarking screen-by-screen using real-life examples and incorporating client requests. Styled using Tailwind CSS and provided project delivery from design to production build, and incorporated designs into a new design system and branding guidelines for the client.
- **SPA Landing Pages:** Ideated, designed, built, and shipped several Next.js/React SPA landing pages for every type of user persona. End-to-end development included UI/UX design, copywriting, and production code for review by Senior Devs. Set up GoHighLevel CRM, sales automations, and GTM/GA tracking solely through LLM prompting and MCP. Optimised content for SEO, and utilised learnings to write copywriting skills that counter LLM text-watermarking. Shipped pages improved Conversion rate for CTA (booking) by 7.52% over predecessor pages in the first month of paid ads.
- **Graphic Design & Social Media Automations:** Built a graphic design and social media marketing workflow from scratch. Cut the graphic design workflow from 1-3 days to 5 minutes. Developed an automated pipeline that guides users from finding social media content and automating graphics generation with AI tools, through to social media post enrichment and posting. Automated workflow for end-users to occur solely through an LLM window, while designing a plugin that guides them from end-to-end.

Borong is a B2B marketplace and e-procurement platform provider. As Enterprise PM, my product portfolio consisted of blue-chip clients like PETRONAS, Shell (East Malaysia), Maybank Islamic and Anakku, which combined generated over 80% of the company's total revenue. Improved upon every quarterly KPI for Enterprise, grew the portfolio from 1 to 5, spearheading every product launch, delighting clients, and driving performance and revenue metrics to unprecedented numbers.

- **Revenue-Critical Platform Management:** Managed Petronas@Dropee from day one, PETRONAS' national procurement marketplace, and Borong's Cash Cow (as per BCG Matrix). Under my stewardship, KPIs increased across the board: RM 252 million GMV in 2024 from 22k orders (22% increase), 600+ monthly active users (8% increase) and an AOV of RM 11k (17% increase).
- **Product Research:** Introduced a product research process on the flagship PETRONAS PunchOut Catalog and shipped long-requested features (order search by PO number, payment and GRN statuses), lifting monthly transaction volume 29.4% and MAU 12% over six months after release.
- **Product Launches:** Customised, launched and managed four new marketplaces: Shell eProcurement Marketplace (one SAP-integrated, one open-access), BabyBorong for Anakku, and Salaam Market for Maybank Islamic, generating an average of RM 440k+ GMV in the first quarter.
- **UI/UX Design:** Ran UX research, design sprints and module revamps across the platform's 14 modules, secured a dedicated UI/UX designer for the team. Standardised a new design system across the Enterprise portfolio. The Enterprise landing page I owned was picked as the template for the entire website's subsequent redesign. Through my tenure, I championed the company-wide pivot towards eProcurement away from the B2B "Borong Marketplace" business model
- **Product Owner:** Owned PRDs, user stories and acceptance criteria for every enterprise project, delivering the fulfilment module, approval flows and advanced search, with weekly progress reporting to leadership. Customised Borong marketplace significantly for Enterprise use cases.
- **Product Leader:** Consistent top reviews in every quarterly performance review and awarded Borong MVP 2024 for contributions to Borong's Product & Engineering teams. Volunteered to lead key projects such as championing the company-wide pivot to eProcurement, running discovery sprints that involved calling users, and migrating from Jira to Lark - setting up Lark automations and utilising the Lark CLI to completely automate product board through LLM prompting.



FLUX Sdn Bhd - Kuala Lumpur, Malaysia
Product Manager, FLUX

August 2023 - June 2024

- **Product Manager:** Created an integrated mobile-tablet app for Logistics Operations, digitising the inspection, servicing and delivery/pickup workflows. Also delivered impactful UI/UX revamps throughout the website. Shipped 20+ consumer and admin features. Achieved ~30% rise in active subscriptions, ~55% in total listings, and ~45% in monthly deliveries over my tenure.
- **User-centric Design:** Led redesigns of high-impact areas from Homepage to Checkout. Managed UX research and design; created detailed product documentation shaped by user and competitor research, steered redesigns in Figma and implemented design sprint methodologies. Championed user-centric design by regularly calling users, practising design thinking frameworks and UX psychology, and referencing industry benchmarks like Airbnb and Turo to redesign the website.
- **Product Owner:** Ran Scrumban through detailed Notion documentation. Led the product delivery workflow and project-sprint-ticket level documentation. Managed CEO expectations, project timelines, sprints, epics, and product roadmap. Delivered over 20 epics in 9 months, improving development velocity and delivering meaningful features like Help Center and Promotions.
- **Product Analytics:** Established data-driven decision-making through dashboards and Metabase/Mixpanel tracking for enhanced analytics. Developed the 2024 product roadmap, aligning strategy with C-suite goals and championing data through tools like Hotjar and GA.



Shft Digital Sdn Bhd - Kuala Lumpur, Malaysia
Product Manager, SHFT LMS

June 2022 - August 2023

As the first employee, I worked closely with the CEO to validate the start-up's business model and pivot from a 1-to-1 mentorship platform to a B2B LMS targeting educational institutes.

- **Product Research:** Utilised AI to craft Product Roadmap, Product Charter and North Star, and realigned features for the B2B LMS. Pivot involved adapting all current modules for the new use case and retaining mentorship as a supplementary service.
- **Vendor Management:** Helped facilitate the CEO's product requirements to Lizard Global Sdn Bhd for development services, collaborated with Product Owner and contributed to ideation and design of over 9 modules, including Dashboard, Scheduling and Course Catalog.
- **Product Artifacts & UX Research:** Validated assumptions with AI-driven research. Created themes, epics, and PRDs; contributed to documentation and slides for investors & VC. The company secured an RM 750,000 seed funding round from investors.
- **UX Research:** Conducted user research in person, online, and at conventions. Led product discovery and validation canvassing on the business model, defining value propositions, and creating documentation for the development lifecycle and ad hoc VC/funding use cases.



ServiceRocket Sdn Bhd - Kuala Lumpur, Malaysia
Product Analyst, Apps

January 2020 - June 2022

ServiceRocket builds apps and services for the Atlassian ecosystem, NetSuite, Miro and Workplace. Joined the Apps division as an intern, was hired full-time after three months and promoted.

- **Product Research:** Monetised the free app "Page Approval for Confluence" by extending it to ISO-documentation and knowledge-management use cases, releasing a paid version that averaged USD 60k in annual revenue over its first 12 months. Utilised Product Analytics through Aha! and Segment, surveyed and interviewed users, wrote user stories, and overall drove development.
- **Product Analytics:** Owned and ran Product Research for ServiceRocket Apps' 5 Product Managers, running survey and interview campaigns inside Agile Scrum squads and analysing conversion and engagement data through Segment and Atlassian vendor analytics. Requested and earned a change from Product Research to Product Analytics, prioritising data-driven decisions.
- **Managed Free Apps:** Launched two proof-of-concept apps from Hackweeks, "Birdview" and "Support Dashboards for JSM", under the ServiceRocket Labs initiative to test market interest and to ideate and iterate upon product features for long-run app monetisation.

OTHER WORK EXPERIENCE

	Maybank Investment Bank - Malaysia Executive, Risk Management	2019 - 2020
	Vole Inc Sdn Bhd - Malaysia Associate Manager, F&B	2018 - 2019
	UConn, Sports and Recreation - USA Operations Associate	2015 - 2018
	Philips - Malaysia Internship, Consumer Goods Marketing & Sales	2015
	Standard Chartered Bank - Malaysia Internship, Relationship Management	2014

COURSES AND CERTIFICATES

Google UX Design Professional Certificate — Google	2026
Agile Project Management Professional Certificate — Atlassian	2026
Google Project Management Professional Certificate — Google	2024
Google Data Analytics Professional Certificate — Google	2023
Mastering Business Models & Value Propositions — Strategyzer	2020
Certificate in R & Python — 360DigiTMG	2019
Web Development Bootcamp — NEXT Academy Malaysia	2016

EDUCATION

University of Connecticut — Storrs, CT, USA	2014 - 2018
B.A. Economics, Minor in Political Science — College of Liberal Arts and Sciences	
Garden International School — Kuala Lumpur, Malaysia	2004 - 2014
Primary, Secondary, IGCSE & CIE A-Levels	

REFERENCES

Alpinia Enterprises Ltd

- Anahit Sahakyan, Senior Product Manager
- Alex Wong, Director

Borong Sdn Bhd

- Aizat Rahim, CEO
- Haslinda Rasip, CTO & CPO
- Aqeel Safwan, UI/UX Designer
- Rafiq Azhar, Senior Full-Stack Developer

FLUX Sdn Bhd

- Aziz Ayman, CEO
- Halit Kayar, Lead Full-Stack Engineer
- Tommy Wong, Senior Full-Stack Developer

Shft Digital Sdn Bhd

- Adam Azman, CEO

ServiceRocket Sdn Bhd

- Azwandi Aris, Executive Director, Product Management
- Koh Ping Ng, Senior Product Manager

Contact details for all references are available on request.