FARIHA BATOOL



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SUMMARY

Product Owner with 3 years running a data-heavy platform used by 1.5M+ people, from discovery through launch and iteration. I turn messy business needs into clear user stories, run the backlog with engineering in Scrum, and use SQL and Mixpanel to check whether what we shipped worked. Most of my work has been about data quality: finding where it breaks and fixing it at the source. Based in Enschede.

PROJECTS

PRD Doctor (prd-doctor.vercel.app) | Built a spec reviewer that scores PRDs on 12 criteria, including edge cases and acceptance criteria, and quotes the exact line behind each fix. Runs entirely in the browser.

PM Arena (pm-arena-phi.vercel.app) | Built a timed PM case simulator with voice/text input that critiques answers and pinpoints the fix.

EDUCATION

UNIVERSITY OF TWENTE *2026 – 2027*

Master of Health Sciences
Relevant Courses: Health Economic Modelling, Data Science, eHealth Development, Digital Health & Medical Statistics

HABIB UNIVERSITY *2019 – 2023*

Bachelor of Social Development & Policy
Cumulative GPA: 3.58/4.0
Relevant Courses: Quantitative Research Methods, Public Policy, Data Analytics, Program & Designing for and with People

SKILLS

DATA & ANALYSIS: SQL, Mixpanel, R, Python (Jupyter), Excel, Power BI, Stata

PRODUCT: Agile/Scrum, stakeholder management, backlog prioritization, funnel and retention analysis, user research, roadmapping

TOOLS: Jira, Linear, Figma, Miro, Monday.com, Airtable, Claude, Replit, v0

PRIVACY & COMPLIANCE: GDPR (AVG), HIPAA, HL7/FHIR

EXPERIENCE

BILL & MELINDA GATES FOUNDATION (Full-Time) HYBRID

Product Associate *August 2023 – September 2026*

- Owned product for a mobile health platform on Android, growing it to 1.5M+ active users and 100k+ data submissions.
- Set the roadmap and led a cross-functional team of 3 engineers and 2 designers, owning the backlog and sprint planning.
- Analyzed 100k+ records in SQL to find where data quality broke down, and reprioritized the roadmap around the biggest issues.
- Redesigned the logic, validations and error handling in the app's data collection forms, catching bad entries at the point of input.
- Tracked activation and retention in Mixpanel and used the funnel data to decide what the team built next.
- Turned GDPR and HIPAA requirements into acceptance criteria, so privacy was built into each feature from the start.

AAHUNG (Full-Time) HYBRID

Research Associate *June 2023 – July 2023*

- Coded 50+ interviews into structured themes for a national health policy report, published with Center for Reproductive Rights.
- Ran logical framework analysis and drafted research manuscripts for policymakers and partner organisations.

KARACHI WATER PROJECT (Apprenticeship) KARACHI / PAKISTAN

Research Associate *February 2020 – January 2021*

- Published research on household water insecurity and willingness to pay, guiding regional resource allocation.
- Led fieldwork for 400+ surveys and 50+ interviews, and designed the data collection protocols behind them.

LANGUAGES: English (Advanced – C1) & Urdu (Native)