

Rawan Zahreddine

Senior Digital Product & CX Strategy Leader | Enterprise Platform Delivery

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PROFILE

Enterprise digital product and CX leader with 8 years owning customer journey strategy, product delivery, and release governance across banking, FinTech, energy, automotive, logistics, and enterprise services. Ships web, mobile, and AI-assisted platforms at 2M+ user scale, with measured gains in delivery speed, release quality, and engagement, including ML personalization that lifted offer uptake by ~28%.

SELECTED IMPACT

Scale: 14-person cross-functional team | 7+ enterprise accounts | \$480B global energy client | 2M+ banking users

Measured outcomes: ~30% faster delivery cycles | ~35% fewer post-release defects | ~28% offer uptake lift from ML personalization | ~20% fewer client escalations

CORE COMPETENCIES

Product & Delivery: Product management, product ownership (Product Owner), product strategy, roadmap governance, backlog management, user stories and acceptance criteria, discovery and prioritization, Agile and Scrum, sprint planning, release management, QA and UAT, go-to-market, SaaS, B2B and B2C, mobile and web platforms.

CX & Growth: Customer experience (CX) strategy, journey mapping, service design, Voice of Customer, usability testing, NPS and CSAT, personalization, A/B testing and experimentation, conversion rate optimization (CRO), analytics, KPI tracking, growth.

AI & Data: GenAI and LLM product features, machine learning (ML) personalization and next-best-offer models, AI-assisted service journeys, data-driven decision making.

Operating Model: Digital transformation, stakeholder management, cross-functional leadership, change management, enterprise account management, escalation and release governance.

EXPERIENCE

Ethos Interactive | Senior Digital Strategy & Experience Manager

Riyadh, Saudi Arabia | Feb 2023 - Present

- Lead a 14-person cross-functional team across 7+ enterprise accounts in banking, automotive, energy, and digital services.
- Serve as primary digital strategy and delivery partner for a \$480B global energy company, owning web and mobile platform delivery from CX strategy through production release.
- Reduced average delivery cycle time by ~30% across key accounts by strengthening journey definition, QA handoff, stakeholder approvals, and release governance.
- Shipped a GPT-based FAQ and self-service assistant across enterprise client portals, deflecting repeat support requests and freeing account teams for higher-value work.

Saudi Awwal Bank (SAB) | Senior Digital Transformation Consultant

Riyadh, Saudi Arabia | Nov 2019 - Jan 2023

- Owned CX delivery across digital banking platforms serving 2M+ retail and corporate customers on web and mobile.
- Delivered an ML-driven next-best-offer targeting engine with data and product teams, lifting campaign offer uptake by ~28%.
- Reduced post-release defect rates by ~35% by designing structured QA and offer-testing protocols across regulated banking release cycles.
- Maintained delivery continuity through the HSBC-to-SAB platform migration while aligning CX priorities with Saudi Central Bank compliance timelines.

GO.MEDIA KG | Senior Product Manager

Weilmunster, Germany | Feb 2019 - Oct 2019

- Directed product and UX strategy across logistics and e-commerce platforms, managing three concurrent product streams from roadmap through release.
- Introduced reusable design system patterns and QA oversight to improve handoff consistency, release predictability, and post-launch quality.

National Facilities Direct | Product Lead

New York, USA | Mar 2018 - Jan 2019

- Led digital and operational transformation for BPO and facilities service platforms supporting enterprise retail and real estate clients across the USA, GCC, and Europe.
- Reduced client escalations by ~20% by standardizing distributed workflows and improving service platform usability.

EDUCATION & CERTIFICATIONS

Bachelor of Arts in Graphic Design, Modern University for Business and Science | Project Management Professional (PMP), in progress

TOOLS & LANGUAGES

Tools: Jira, Confluence, Figma, Miro, Notion, Trello, Maze, Google Workspace, Microsoft Office, Excel, Framer, Webflow | GenAI tooling (GPT, Claude) for prototyping and workflow automation

Languages: English (Native), Arabic (Native), Japanese (Professional), French (Beginner)