Zubaid Amadxarif

Portfolio - Email - LinkedIn

EDUCATION

Queen Mary, University of London, Department of Mathematical Sciences — London, UK

BSc Mathematics, 1st class (73% Total Average) — September 2020 – July 2023

- Top Relevant Modules: Numerical Computing (94%), Probability and Statistics II (89%), Computer Programming (Python) (82%), Statistical Modelling II (80%), User Experience Design (78%), Financial Mathematics (74%)
- Data Science Project: Applying Exploratory Data Analysis, AI and Machine Learning to Predict Taxi Pricing (with Python and specific libraries; Numpy, Pandas, XGBoost, Catboost, Random Forests)

EXPERIENCE

Tesco – Associate Product Manager — London, UK

Navigation and Browse – Online CX — June 2026 - present

- Owned the roadmap with a Senior PM for Tesco.com's Global Header and category pages, reaching ~7M customers weekly and 17M+ top-navigation interactions every 12 weeks, across Grocery, Marketplace, Whoosh and F&F.
- Launched "Shop the X", a new category page component pairing inspirational content with shoppable product carousels (e.g. Shop the Christmas Dinner), increasing add-to-basket by 25% against the carousel it replaced.
- Ran data deep dives on category page performance and led workshops with Trading, Design and Engineering to set category page strategy, producing a roadmap that includes subcategory carousels, shop-by-brand improvements and multiple A/B tests.
- Defining a Notification Banner capability to give Tesco one scalable way to deliver service messages and proposition awareness across the site.

Price Optimisation Platform — Nov 2025 - June 2026

- Mapped Tesco's end-to-end markdown workflow through interviews with 20+ merchandisers and data scientists. Found that low trust in model price recommendations was driving hours of manual line-by-line review each week and unnecessary discounting.
- Developed a two-phase objective-led pricing strategy, targeting a ~£25M annual opportunity across £546M of product value entering markdown each year. Presented it to the Head of Product and Principal PM to shape future platform direction.
- Validated feasibility with Data Science and Merchandising teams, defining the capability gaps and build requirements to move markdown from reactive discounting to a strategic, objective-led capability.

Digital Content Services — June 2025 – Nov 2025

- Defined the 5-year vision and strategy for Tesco's content management platform (Magnolia), which powers the homepage, landing and category pages across web and app. Synthesised 30+ stakeholder interviews into strategic pillars for personalisation, automation and platform modernisation. Adopted by the Head of Product to guide the roadmap for Creative Studio, Publishing and other internal teams.
- Led experimentation on personalised homepage content: wrote requirements and defined audience segments and test design with Optimisation Managers, increasing click-through by 25% for millions of weekly customers.

Product Manager Graduate - Customer Support — Jan 2025 - June 2025

- Launched AI-powered search for Tesco's Help pages, replacing the previous Algolia-based search and improving search relevance by 41% (MRR 55% → 78%) in an evaluation on real customer search terms. Redesigned Help and FAQ pages to be search-led, with an AI-generated answer summary.
- Co-owned the AI chatbot and voicebot roadmap with a Senior PM. Led discovery with Design on the chatbot's future look and feel on Tesco.com, defining the roadmap direction.
- Improved intent classification by mapping customer journeys, finding key friction points, and evaluating NLU model performance with analysts and engineers.

Product Manager Graduate - Tesco Labs September 2024 - Jan 2025

- Worked in a team of four graduates to design and build 'Surprise Me Baskets', an AI-powered personalised meal-kit MVP created in 7 weeks.
- Built a React Native app, Node.js API, and MongoDB backend, integrating Azure OpenAI to match past orders with recipes and ingredients. Delivered the full end-to-end product from ideation to MVP using rapid prototyping and user-centred product principles.

BMW Group Oxford, UK

Digital Specialist April 2024 – September 2024

- Improved operational efficiency by digitalising facility management processes using PowerApps, reducing manual workload and error-prone tasks across teams.
- Built automated dashboards in PowerBI to visualise fleet and facility performance, enabling leadership to make data-driven decisions.
- Collaborated with engineers and operations teams to identify workflow bottlenecks and propose scalable digital solutions.
- Strengthened cross-functional communication by translating operational issues into clear technical requirements for the digitalisation team

SKILLS

- **Individual Skills:** Product management, Stakeholder management, Data driven decision making, Analytical, Machine Learning, Sales and Marketing, Agile Methodologies, Strategic thinking
- **Software:** Python, Jira, Miro, R, C++, Excel, Git, Next.js, Figma, HTML, CSS, JavaScript, Swift

Interests

- Writing, Self-Growth, Philosophy, Interior Design, Storytelling, Film, Photography, Health, Design

References available on request