Hazrul Azhar @ Harry
MSc. • Head of Product • Top 100 Mentors • ACSPO • CSM
Singapore Citizen • Saudi Arabia Resident
📞 +65 9697 7402 (WhatsApp) • 📞 +966 54 177 6529 (WhatsApp)
✉ hazrulaj@icloud.com • 🔗 www.harryazhar.co • 🔗 LinkedIn • 🔗 Github

Professional Summary

Strategic and Entrepreneurial **Head of Projects & Product Management and Designer with Programming background**. 20+ years across artificial intelligence (A.I.), digital channels, digital transformation, e-commerce, logistics and fintech sectors in APAC and MENA. Expert in product discovery, zero-to-one, and cross-functional leadership. Known for simplifying complexity into profitable outcomes using design thinking and agile methodologies.

Core Skills

Leadership • Data-driven • Stakeholder Communication • Mental Models • Agile/Scrum • Robotics • AI/ML, Tensorflow, OpenAI • XR, UX, IX & Service Design • Figma, Adobe, Unity • C#, Python, PHP, Ruby, NodeJS, Tailwind • OMS, TMS, WMS, POS • Payment Gateways • Shopify, WooCommerce, Salla, Zid • Multilingual (English, Malay, Indonesian, Arabic)

Experience

Head of Product (Dbra.co) | Infinite PL c/o Saudi Post & Logistics, Saudi Arabia
- Orchestrated launch of digital delivery platform dbra.co integrating Aramex, SPL, Naqel under tight deadlines
- Secured 50+ leads and 3 pilots within 2 months under tight budget.
- Trained and directed 20 Business Analysts in Product Discovery and Scrum and received 4.9 CSAT
- Collaborated with UX/UI designers in Figma to build the UX and Service Design and Design System to improve build time by 20%.
- Led and coached designers on new bi-lingual SPL AWB.
- Directed and collaborated with developers to launch platform according to the roadmap
- Directed and managed partnerships with SPL and counterparts in Malaysia and Australia for National Address System.

Senior Product Manager, Last Mile | Cenomi, Saudi Arabia
- Led and collaborated with developers for development of Transport Management System and Warehouse Management System. Improved sortation by 50%; expanded logistics reach nationwide.
- Designed all interactions and logistics collateral such as bi-lingual AWB.

Product Manager, Delivery Experience & Transport | Lazada c/o Alibaba (valued at USD 1.15B), Singapore
- Led digital & service design and launch of Priority Shipping, Tracked Postal and Universal AWB.
- Achieved 20% cost savings; 30% revenue boost via delivery innovations and optimisations.
- Conducted qualitative user interviews and A/B tests on delivery options, driving a 20% revenue uplift on priority delivery
- Won LazStar Award for top annual performance.

Senior Product Manager | Janio Asia (Series B valued at USD 70M), Singapore
- Led the discovery and design of hub operations throughout Southeast Asia
- Launched multi-country logistics products; improved delivery speeds by 30%.

Head, Information Systems | WhatsHalal, Singapore
- Led design, development and launch of world's first AI Halal ingredients system.
- Led design, development and launch of WHPay QR Code Digital Wallet.

Selected Earlier Leadership Roles

- **Director of Technology | iCommerce Asia** – Expanded logistics tech into 4 countries; reduced downtime 70%.
- **CEO | iCommerce Asia fka ALM Group** – Scaled and sold e-commerce platform, 1000% shareholder value growth.
- **Team Lead & Project Manager | Stream Media** – Launched world's first mobile payment aggregator and Singlish Siri

Education

Masters of Science with Merit — Digital Media Design — University of Edinburgh

Professional Certificate — Product Strategy & Management — National University of Singapore

Diploma — Information Technology — Singapore Polytechnic

Certifications

Product MBA • Advanced Certified Scrum Product Owner (ACSPO) • Certified Scrum Master (CSM)

Awards & Achievements

Edinburgh Award in Leadership (University of Edinburgh Students Union) • Top 100 Mentors (ADPList) • LazStar Award (Lazada) • 500 Mentorship Hours (ADPList)