YASSER HARZELLI

Project Manager

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SUMMARY

PMP-certified Project Manager with a Master's in Software Engineering and 5 years in software delivery, including 3 years leading Agile/Scrum teams. Owns projects from kickoff through final delivery, combining Agile execution with disciplined management of scope, project plans, timelines, milestones, risks, and blockers. Facilitates Sprint Planning, Daily Scrums, Sprint Reviews, and Retrospectives, manages Product and Sprint Backlogs, and translates business needs into clear user stories and tasks. Uses AI tools and automation to improve delivery, reporting, and productivity.

SKILLS

- **Delivery & Methodologies:** Agile (Scrum, Kanban, Scrumban), Waterfall & Hybrid, SDLC, Sprint Planning, Backlog Refinement, Release Planning, UAT & Product Launch, Agile Metrics (Velocity, Burndown, Cycle Time, Cumulative Flow)
- **Planning & Control:** WBS & Gantt Charts, Effort & Cost Estimation, Budgeting & Forecasting, Resource Planning, Scope & Change Management, Risk, Issue & Dependency Management, KPIs & OKRs
- **Product & Requirements:** Requirements Gathering, BRD, SRS, Product Backlog, Epics & User Stories, Technical Documentation
- **Leadership:** Stakeholder Management, Cross-functional Team Leadership, Servant Leadership & Coaching, Conflict Resolution, Vendor & Procurement Management
- **Tools:** Jira, Confluence, ClickUp, Trello, MS Project, Notion, Lucidchart, Figma, Slack
- **AI & Automation:** ChatGPT, Claude, Claude Code, ClickUp Brain, MCP Integrations, ClickUp & Jira Automation, Internal Tool Development
- **Technical:** System Design, Database Design, API Integration, Flutter, Dart, Laravel, React, Firebase, Git, VPS Deployment, App Store & Google Play Deployment

WORK EXPERIENCE

Project Manager, Talla — Saudi Arabia (Onsite) **Jul 2025 – Sep 2026**

- Led a cross-functional team of 8 to launch a SaaS clinic marketplace for the Saudi market, owning scope and delivery of a mobile app, two web platforms (admin and clinic dashboards), and a landing page within 4 months.
- Established Agile/Scrum processes from scratch, running 2-week sprints with backlog refinement and all Scrum ceremonies, and tracking velocity and burndown to consistently deliver 90% of committed sprint scope.
- Prepared BRD and SRS, WBS, and effort and cost estimates; managed budget, risks, and cross-platform dependencies by tracking planned vs actual effort, cost, and timeline, and coordinated UAT and releases.
- Achieved market launch with 100+ onboarded clinics, 1,000+ offers, and 1,000+ registered clients in the first month.

Project Manager, Reops — Saudi Arabia (Remote, Part-time) **Aug 2025 – Apr 2026**

- Drove the launch of Reops' SaaS LMS platform and landing page, owning scope, backlog, and roadmap, and defining OKRs and KPIs such as course completion and active trainees.
- Built Reops Studio, an internal AI-powered platform using Claude Code, to manage client projects, generate scripts and shooting sheets, and track teams, cutting production time from 3 months to 1 and reducing editing costs.
- Directed daily operations of the Standard Operating Procedure (SOP) video production line for F&B clients, planning shooting schedules, managing equipment procurement, and coordinating cross-functional teams of videographers and editors.
- Served as the primary stakeholder liaison across production and platform delivery, aligning expectations, gathering feedback, and ensuring quality from onboarding to final handoff.

Project Manager, ShafaQ — Saudi Arabia (Onsite) **May 2024 – Jul 2025**

- Managed three concurrent technical projects for different clients, from requirements through launch and post-release improvements, using a hybrid approach combining Waterfall planning with Agile sprint delivery.
- Conducted client meetings to gather requirements, translating them into project scopes, plans, and prioritized backlogs, and coordinated vendors and external partners for third-party integrations.
- Streamlined delivery tracking using ClickUp, Trello, and ClickUp Automations, and kept stakeholders aligned through Google Sheets status reports.

Project Manager, Ahmed Bashammakh Group — Saudi Arabia (Onsite) **Aug 2023 – May 2024**

- Promoted from Mobile App Developer to Project Manager to head ABG's digital transformation, delivering two launched products: Bash Gate (mobile portal) and Bash Group (web portal).
- Owned the product backlog for both portals, writing user stories and prioritizing features based on user feedback, business goals, and technical constraints.
- Automated status updates, task assignments, and notifications using Trello, replacing manual follow-ups and keeping the team aligned.

Mobile App Developer, ABG — Saudi Arabia (Remote, Part-time) **Sep 2021 – Aug 2023**

- Developed, published, and maintained 3 Flutter applications end to end, from initial setup to deployment on the App Store and Google Play.
- Integrated REST APIs and Firebase services, and managed releases and version control with Git.

Software Engineer Intern, Naftal — Algeria (Onsite, Master's thesis) **Jan 2023 – Jul 2023**

- Designed a digital operations platform for Naftal, Algeria's national fuel distributor, covering sales and debt recovery workflows, from requirements gathering to system architecture and database design.
- Implemented a platform for sales agents to receive assignments and improve performance, including a personalized recommendation system.

Mobile App Developer, Alpha Computers — Tunisia (Remote, Part-time) **Oct 2022 – May 2023**

- Shipped Kwik, a fast-delivery grocery app built with Flutter, focusing on intuitive UI/UX and reliable performance.
- Collaborated with cross-functional teams (developers, QA, designers, DevOps) to clarify requirements and remove delivery blockers.

Mobile App Developer, Earth of Innovations — Saudi Arabia (Remote, Part-time) **Sep 2021 – Dec 2021**

- Created a Flutter mobile app for a goods transportation platform with two user roles (clients and transporters), company-managed transporter accounts, and a customized interface for each role.

EDUCATION

Master's Degree in Software Engineering **2021 – 2023**
University of Science and Technology Houari Boumediene (USTHB), Algiers

Bachelor's Degree in Computer Science **2017 – 2021**
University of Science and Technology Houari Boumediene (USTHB), Algiers

CERTIFICATIONS

- **Project Management Professional (PMP)** (Project Management Institute)
- **Foundations of Project Management** (Google)
- **Career Essentials in Software Development** (Microsoft and LinkedIn)
- **Software Engineering 101: Plan and Execute Better Software** (Udemy)
- **Clean Architecture in Flutter 3** (Udemy)

AWARDS

- **Top 3**, Social Impact Award, INJAZ El Djazair 2023
- **1st Place**, Google Developer Groups (GDG) Flutter Hackathon 2022
- **Algerian Government Startup Label**, SheShop & SheSell 2022

LANGUAGES

- **Arabic:** Native
- **English:** Fluent
- **French:** Intermediate