

# Haseeb Naveed

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## SUMMARY

Senior product professional with 7+ years scaling marketplaces, developer tools, and platform ecosystems at high-growth tech companies. Track record of designing monetization models, shipping creator tools, and leading platform strategy from early-stage to ecosystem scale. Comfortable owning both strategy and execution, from pricing and governance to leading cross-functional delivery teams.

## WORK EXPERIENCE

### CCP Games

Reykjavik

*Snr. Product Owner / Snr. Product Ops - Carbon Development Platform*

*January 2025 – Present*

#### *Internal Dev Tools & Asset Pipeline*

- Lead product for a cross-functional team of 6 engineers, 1 QA, and 1 designer building internal dev tools and asset publishing pipelines
- Balance short and long-term delivery, leading initiatives such as crash diagnostics and health metrics to improve tooling stability and developer experience
- Drove a full UI/UX redesign of core tooling in collaboration with the team designer, implemented via Claude Code and reviewed by engineering

#### *Carbon Open Source*

- Leading the [open source](#) transformation of [Carbon](#), CCP's in-house engine, working cross-functionally with engineering, legal, and production to establish governance, contribution pathways, roadmap transparency, and community infrastructure
- Authored community health documentation including README, contribution guidelines, and security policies to set clear standards for external participation
- Designing participation and feedback systems connecting internal teams and external contributors to improve contribution velocity and platform health

### Epic Games

Islamabad

*Product Manager - Content (Merchandising and Strategy)*

*September 2022 – November 2024*

- Led the pricing strategy for [Megascans on FAB](#), transitioning from a subscription model to a tiered Pay-Per-Product model, backed by data, market research, and competitor analysis, contributing to a fairer, more open digital marketplace
- As the Megascans PM, contributed to shaping the broader [FAB](#) marketplace experience, applying hard-won catalog and merchandising expertise to a new multi-vendor UGC platform
- Expanded the content catalog through customer research and interviews, driving a 23% increase in acquisition within the first quarter
- Built and streamlined cross-functional release pipelines across Production, Marketing, and Content, cutting time-to-publish from art-ready to live on marketplace by 20%
- Overhauled metadata architecture and product discoverability, reducing support volume by 16% and lifting 5-star ratings by 21%

- Epic Games** **Islamabad**  
*Associate Product Manager - Technical (Content & Creator Tools)* *July 2021 – August 2022*
- Contributed to the launch of Bridge, a desktop app sitting on top of the Megascans marketplace offering asset browsing, purchasing, downloading, and one-click integration with game engines and 3D software, driving 46% subscription growth and 33% MAU growth within 12 months
  - Built stakeholder-facing analytics dashboards (SQL, Tableau, Metabase), cutting manual reporting effort by 40%
  - Owned end-to-end feature delivery across design, engineering, and executive stakeholders, producing user journeys, data flow diagrams, product specs, and technical documentation

- Quixel (world's largest scanned 3D asset marketplace + bundled tool set)** **Islamabad**  
 Acquired Nov 2019 by Epic Games  
*Senior Marketplace Manager - Megascans* *April 2019 – July 2021*
- Sole operator managing a rapidly scaling catalog, publishing content and single-handedly rewriting the metadata architecture as the library grew from 7,000 to 18,000+ listings
  - Designed and launched a 0→1 taxonomy and curation system for the catalog, increasing monthly downloads by 109% within two quarters
  - Raised CSAT by 36 points to 83.5% (surveyed 110K users) through improvements to search, filtering, personalization, and metadata
  - Hired and developed a team of Marketplace Managers

- Motive (ex KeepTrucking - Fleet Management SaaS)** **Islamabad**  
*Technical Support Specialist* *August 2018 – March 2019*
- Handled technical support across email, chat, and voice channels; triaged and escalated issues to product and engineering teams
  - Contributed to and maintained the customer-facing knowledge base

**EDUCATION & Certification**

COMSATS University, Islamabad **Islamabad**  
*Bachelor of Science in Computer Sciences* *2019*

[Pragmatic Institute](#) **USA**  
 ● **Certification in Product Management (PMC Level I & II)** *2022*

Udacity **Online**  
 ● **Nanodegree - Data Science with Python** *2022*

**SKILLS & INTERESTS**

**Product:** Roadmapping, Pricing Strategy, Feature Prioritization, Stakeholder Management, A/B Testing, Agile, Customer Interviews, Survey Design, Competitive Analysis, Market Research, Release Planning, Backlog Management, Acceptance Criteria, Sprint Planning

**Analytics:** SQL, Python, Tableau, Metabase, Excel,

**Tools:** Figma, JIRA, Notion, Asana, GitHub, Miro, Slack, ProductBoard, Confluence, Salesforce

**AI:** ChatGPT/Codex, Claude/Claude Code, LLM-assisted workflows