

# Jubril Joshua Juma

Email: [jubril.juma@gmail.com](mailto:jubril.juma@gmail.com) | Portfolio Summary: [jubriljuma.xyz](http://jubriljuma.xyz)

## Work Experience

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I have a broad range of experiences and acquired skills from various stages of a product's lifecycle. Led 2 acquired products.

### April 2018 - Present

#### **User Experience Researcher, Google (contract with Tusen Consulting), SSA**

- Currently working with the Google Go product team to provide Sub-Saharan Africa user experience insights.
  - Lead the planning, recruitment, execution and reporting of qualitative research (lab / in home / diary / intercept studies & country immersions) for Google Go in SSA.
  - Support the team with quantitative studies (cohort analysis, quantitative usability testing, web / app analytics, A/B testing, multivariate testing, card sorting, tree testing) in LATAM, SSA and SEA
- Adhoc qualitative research (lab / intercept studies & country immersions) in SSA for Photos, Lens, Payments and Maps.

### November 2016-August 2017

#### **Founding Member / Head of Products & Operations, Verifi, Nigeria**

- My team and I grew the Pay product MAU from 0-123 firms over 7 months
- Scouted and recruited the local Dev team of developers after transferring product & software development from Gigster, USA
- Setup the first 3 verification centres
- Responsible for design - product strategy and AGILE execution for versions 1 - 3 of Verifi Core and led the split of the product into Assure and Pay by Verifi
- Our execution style was Lean-AGILE product management coupled with user-centric design.
- Was responsible for product-market fit of new products -Pay (payroll software), Assure (identity verification), and Inform (3rd party data API).
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### August 2015 – February 2017

#### **Co - Founder / Products and Operations, Sangalo Limited, Nigeria**

- Reduced OpEx by 65% in first 4 months
- Recruited a local operations team after transferring application development from Useful and Beautiful, South Africa
- Shipped the minimum viable product 12 weeks after of hiring a local team
- Was responsible for organisational management and planning
- Led the product team
  - 653% increase in DAU in 6 months by using iterative design to guide product strategy e.g. user insights led to the changing product roadmap from Android/iOS apps to an integrated SMS>USSD>Web product
  - Made an 83% cut in technical budget without compromising quality of service,
  - Deployed a Lean-Agile Hybrid Framework, Continuous Integration & Project management tools.
  - Recruited and managed a specialized team of local and remote developers,
  - Designed and deployed stable, scalable software and server architecture,
  - Rebuilt the core of the product to attain stability, functionality and scalability,
  - Restructured the project into Modules; Mobile App, Web App, Marketing & PR Platform, Data Warehouse.
  - Tech Stack: Git, JIRA, Python, PHP, Mysql, MongoDB, BASH, Bamboo, Java

### May 2014 – October 2015

#### **Product Development Manager, L5lab Limited, Nigeria**

- Oversaw the development and implementation of new software products
- Was responsible for Product Marketing, Strategy, Planning and Positioning.
- Drove software product enhancements Improvements / Transformational plans.
- Products worked on include Kamdora.com, Betazoo, 440.ng, Salary.ng and Pass.ng
- Tech Stack: CodeIgniter PHP Framework, ASP.NET MVC (C#), MSSQL (CodeSmith), Git, JIRA, Bamboo, Confluence Microsoft Azure and Amazon Web Services

### August 2013 – May 2014

#### **Product Development Manager, 4Forty Bus Limited (an L5lab Investment), Nigeria**

- Delivered consistent growth in operations and sales up till the acquisition of the company by [www.Wakanow.com](http://www.Wakanow.com)
- Led a successful Go-to-Market launch to acquire early adopters (MAU customer growth grew by 215%)
- Managed and developed the life cycle of 3 products- BookingSync, Oya.com.ng and WebBooking

## Other Activities

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- 2015-Present** UX Masterclass organiser and facilitator  
**2014-Present** Early stage startup investment and advisory; Alizarin Crimson Limited, and PRISE Limited, Shuttlers.ng, BeatTraffik, Abee's Place, JAL Fund  
**2017** UX and PM Mentor, [www.CodeMentor.com](http://www.CodeMentor.com), Remote  
**2015** iDEA GEM Mentor, iDEA Hub, Lagos, Nigeria  
**2009 - 2015** Volunteer (multiple sales and marketing roles), AIESEC, Nigeria

## Soft Skills Summary

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Venture Development | Private Equity | Portfolio Management | Investment Analysis | Productivity & Efficiency Improvements | Organisational Management & Planning | PMP and AGILE (SCRUM/Kanban/Lean/XP) | UX & UI Design | Web Site Analytics | Prototyping with Invision and Proto.io | Wireframing | Information Architecture (IA) | User Research and Testing | Requirements Definition | HTML/XHTML | CSS3 | JavaScript/jQuery | PHP | Photoshop | Sketch | Illustrator | Bootstrap 2 and 3 | HTML 5 Boilerplate | Wordpress | Visual Design | Applications Development | Blockchain/ Distributed Ledger PM

## Education

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### Formal

- 2009 - 2015** B. Sc., Genetics and Biotechnology, University of Calabar, Calabar, Nigeria

### Short Courses

- 2017** Introduction to Hyperledger and other Distributed Ledger Technologies (Linux Foundation)  
**2016** Investment Management (University of Geneva, Switzerland)  
Human - Computer Interaction Design (University of California, San Diego)  
**2015** HTML 5  
CSS3  
**2014** Firm and Corporate Business Strategy (Darden Business School, Virginia)  
Lean Start-up Methodology  
User Experience and Interactive Design  
AGILE Methodologies (SCRUM/Kanban/Lean/XP)  
Python  
Project Management  
Introductory Finance  
New Venture / Enterprise Development  
**2013** Google Analytics Professional Certified  
**2013** Associate Degree, Information Risk Management, University of Washington, Washington DC, USA

## Background

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While in university, I started volunteering for sales / business development roles with AIESEC to build sales and leadership experience. During the 2013 school strike, I got a role at a startup (4Forty Bus limited) which quickly evolved into a product manager role until it got acquired by Wakanow.com. I was offered a product manager role with the investing company, L5lab, with whom I worked part-time until I graduated from school in 2015. This to me was like a second university major, because I learnt a lot from the team and was able to act upon my learnings within the 1 year+ that I was with L5lab. When I graduated from school I joined a football social network as a co - founder until it got acquired by iConcepts limited, and then founded another project (Verifi.ng) with 3 co - founders to solve the people data problem in Nigeria. This is still an ongoing project, however, I stepped away from the day - to - day operations due to personal reasons. Currently, I help cross functional teams see the world and "that" product through the eyes of the user to allow them build sustainable products. I am a very strong self-starter and a lover of data / data backed decision making.