

# Clarel Antoine

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Product enthusiast with 8+ years of experience combining Technical Product Management, Business Analysis, and Software Development. Proven ability to drive product innovation, translate complex requirements into actionable roadmaps, and lead cross-functional teams to deliver high-quality digital solutions across full-stack web and mobile applications, event technology, and insurtech sectors.

## WORK EXPERIENCE

### IT Business Analyst / Product Owner • Full-time

**FWU Takaful GmbH • Dubai, UAE**

**03/2020 - Present**

A unit-linked life insurance and financial services provider

- Led a team of 5 engineers to develop a B2C digital self-service insurance customer portal, resulting in a 25% decrease in customer support inquiries and increased customer satisfaction.
- Achieved a 75% increase in policy sales within 2 years by implementing a data-driven strategy that introduced remote signature capabilities during the pandemic, improving sales efficiency and product offerings across UAE, Pakistan, and Malaysia.
- Directed the development of an in-house document generation tool by executing a 6-month product roadmap, saving +250k AED annually in vendor costs and enhancing product functionality.
- Led sprint planning, refined epics into user stories, and maintained a focus on high-quality delivery within tight deadlines.
- Optimized team collaboration by creating and managing detailed product documentation using JIRA / Confluence, improving cross-functional team knowledge sharing.
- Served as the primary point of contact for post-implementation support of our B2B product, reducing ticket resolution time and ensuring seamless product performance and partner satisfaction.

### Full-Stack Developer • Freelancer

**CA-Studio • Dubai, UAE**

**01/2020 - Present**

Crafting digital experiences in my free time

- Collaborated with UI/UX designers to maintain a user-centric approach aligned with brand guidelines, improving usability and boosting user engagement.
- Developed and managed a live streaming platform for Twitter MENA's "#TwitterConnect" marketing campaign using React.js, from ideation to product launch, delivering a 2-day virtual event with 150K+ viewers, ensuring 0% downtime.
- Conducted competitive analysis and market research to develop a reusable event analytics tool for ARAMCO, capturing 20K+ user feedback responses and enhancing data-driven decisions.
- Collaborated with agencies on multiple digital products, leading end-to-end product development from ideation, requirements gathering, planning, building MVP, development, and testing to product launch for clients such as ARAMCO, Twitter MENA, FII Institute, and Saudi Arabian Military (SAMI).

### Senior Web Developer • Full-time

**Paristokyo Agency • Dubai, UAE**

**11/2017 - 02/2020**

A French advertising, digital, and events agency

- Executed A/B tests for a key e-commerce jewelry configurator, driving data-driven optimizations that led to increased customer engagement and boosted sales revenue.
- Conducted regular meetings and user testing sessions, using client feedback and data insights to prioritize product feature development, resulting in increased client satisfaction and retention.
- Collaborated with a cross-functional team to develop a real-time immersive digital experience product, '#ElevatorTweets,' using Python and integrating the Twitter API, driving 102K+ user engagements and contributing to 30% year-over-year business growth.

**Web Developer • Full-time****Message Media Ltd • Mauritius****01/2016 - 10/2017**

A software development agency

- Successfully delivered 5+ web-based digital products over 1 year by collaborating with a cross-functional team, driving customer value, and contributing to business growth.

**EDUCATION****BSc. (hons) Information Technology**

Amity Institute of Higher Education • Mauritius

**01/2013 - 01/2016****CERTIFICATIONS****Certified Scrum Product Owner® (CSPO)**

Scrum Alliance

**SKILLS****Languages:** English, French, Creole**Tools:** Figma, Notion, Jira, Confluence, Miro, Google Analytics, GitHub, Mural, Postman, Visual Studio**Tech stack:** HTML, JavaScript, SQL, NoSQL, WebGL (Three.js), PHP, React.js, Next.js, Express.js, Tailwind CSS, Docker, Socket.IO, CSS, TypeScript, Wordpress, Node.js, PostgreSQL, MongoDB, Linux**Hard skills:** Backlog management, User story creation, Agile methodologies, A/B Testing and Experimentation, Product Management, Product Design, UI/UX, Market Research, Stakeholder Management, Software Development, Requirement Gathering, Testing, User Experience, Wireframing, Data Analysis, Prototyping, User Acceptance Testing, Project Management, MVP, Product Strategy, E-commerce, API, DevOps