

ZEESHAN MIRZA

AI Product Leader | 0-to-1 Product Builder | Product Strategy & Commercialization

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PROFESSIONAL SUMMARY

AI product and technology leader with hands-on experience building and launching production digital platforms, leading engineering teams and commercializing products across fintech and marketplaces. Founded GridHired, an AI-enabled GCC jobs platform featuring LLM-powered candidate matching and CV evaluation, and led JustGold from concept to mobile launch and commercial scale, managing a team of 7-8 product and engineering professionals. Brings 12+ years of experience across product operations, technology, commercial strategy and growth, including Google and Uber.

CORE SKILLS & EXPERTISE

Product Leadership: Product Strategy, 0-to-1 Development, Roadmapping, User Research, Prioritization, Monetization

Product Delivery & Analytics: Agile/Scrum, Sprint Planning, Backlog Management, OKRs, Product KPIs, A/B Testing, Mixpanel, Amplitude

AI & Technical: LLM Integration, Anthropic APIs, AI Evaluation, Next.js, Firebase, API Integrations, Stripe

Tools & Collaboration: Jira, Confluence, Monday.com, Asana, Trello, Cross-functional Leadership

PROFESSIONAL EXPERIENCE

GRIDHIRED

June 2026 to Present

Founder & CEO | Independent Product Venture

Dubai, UAE

Founded, built and launched GridHired, an independent AI-enabled GCC jobs marketplace, owning its product strategy, user experience, technical architecture, implementation, testing, commercialization and production launch.

- Led end-to-end product delivery, including customer research, roadmap prioritization, Agile development, backlog management, testing and production launch in October 2026.
- Designed and delivered AI-powered CV Match Score and ATS CV Check, integrating Anthropic models with deterministic scoring, structured outputs, validation, fallback handling and cost controls.
- Scaled the marketplace to 700 company listings, 4,500+ jobs, 610 registered users and **593 unique paying members** during its initial launch period.
- Built the production platform on Next.js, Firebase, Firestore, Vercel and Stripe, including authentication, database security, API integrations and payment processing.
- Defined the AED 25 annual membership proposition and established candidate and employer-side monetization.
- Developed and deployed a Python-based job collection system processing approximately 1,000 jobs daily, reducing monthly collection costs from USD 200 to USD 5 or less (an **estimated 97.5% reduction**).

JUSTGOLD

October 2024 to Present

Head of Growth & Product

Dubai, UAE

Lead product strategy, engineering delivery and growth for a mobile precious-metals investment and purchasing platform.

- Led the mobile product from ideation to launch, and continue to own its roadmap, requirements, UX/UI, technical architecture decisions and product optimization.
- Directly lead a cross-functional team of 7-8 product and engineering professionals, overseeing Agile product delivery, sprint planning, backlog prioritization, KYC and API integrations, QA, and iOS and Android releases.
- Delivered digital gold purchasing, live gold pricing and KYC onboarding, then expanded the platform into silver.
- Scaled to approximately **24,000 registered customers**, 15,000 KYC-completed customers and 49,673 app downloads.
- Drove commercial growth of a platform recording approximately **AED 21M in cumulative customer purchase value** (gold and silver) and 24,716 reported platform-wide transactions through October 4, 2026.
- Secured and launched the du Pay B2B2C partnership, enabling digital gold purchases directly inside the du Pay app.
- Developed Gold Rewards, a partner-funded loyalty redemption initiative, and secured founder approval; defined product journeys, integration architecture, commercial modeling, MVP scope and pilot success metrics.
- Own acquisition strategy, product analytics, conversion optimization and strategic partnership development.

INSIGNIA

October 2022 to September 2026

Head of Growth | Digital Growth & Customer Experience

Dubai, UAE

- Led digital growth, customer acquisition and customer experience strategy for a luxury lifestyle and concierge business serving ultra-high-net-worth individuals.
- Generated approximately 40-50 qualified leads monthly against a target of 10, with a reported 58% lead-to-client conversion rate.
- Used customer insights, lead-quality analysis and campaign performance data to refine acquisition journeys and improve commercial effectiveness.
- Coordinated creative, marketing and commercial stakeholders, managing prioritization, resources and continuous improvement across digital initiatives.

C2 COMMUNICATIONS

June 2022 to December 2025

Senior Media Planner & Buyer | Digital Strategy & Analytics

Dubai, UAE

- Managed AED 170M+ in media investments across digital, programmatic and traditional channels, aligning allocation decisions with client objectives and commercial performance.
- Developed data-driven digital strategies using audience insights, platform analytics and performance optimization.
- Directed integrated initiatives for Porsche, Maserati, Volkswagen, Dubai Culture and major UAE cultural festivals.
- Collaborated across creative, analytics, account management and commercial teams to translate business requirements into measurable execution plans.

GOOGLE

May 2020 to May 2022

Senior Consultant, Google Ads

Dubai, UAE

- Advised advertising agencies and direct advertisers across Australia and New Zealand on Google Ads strategy, account performance and growth opportunities.
- Managed an advertising portfolio representing approximately USD 2.5M-3M in quarterly revenue, spanning Search, Display, Video and other Google Ads products.

UBER / UBER EATS

June 2014 to April 2020

Three roles, progressing from marketplace analysis to driver product operations and Uber Eats merchant growth.

UAE

Relationship Manager, Uber Eats

2018 to 2020

- Member of the original Uber Eats UAE launch team; personally secured **470 restaurant partnerships** and managed a portfolio associated with AED 9.3M in quarterly gross order bookings and AED 3.5M in quarterly net bookings.
- Led merchant acquisition, onboarding, relationship management, promotions and marketplace performance initiatives.

Product Operations Specialist, Driver App Experience

2015 to 2018

- Owned operational requirements and coordinated delivery of driver onboarding improvements with product, design and engineering, contributing to reported reductions of **35% in onboarding time** and **22% in registration drop-off**.
- Helped deliver a driver earnings and trips dashboard, improving earnings transparency and contributing to a reported **30% reduction in related support tickets**.
- Supported driver-experience improvements associated with a reported **18% increase in 90-day retention**.

Business Analyst

2014 to 2015

- Conducted marketplace performance analysis and operational reporting in support of UAE marketplace operations.

EDUCATION

Master of Business Administration (MBA), Marketing | Middlesex University Dubai

2020