FARYAL QAZI

Product Leader | 0⟶1 Web3 & DeFi Platforms

thefaryalqazi@gmail.com LinkedIn faryalqazi.com

PROFESSIONAL SUMMARY

Product Leader with 7+ years of experience building blockchain products from 0⟶1, across DeFi, DEX, RWA launchpads, NFT marketplaces, and AI-integrated platforms. Led product strategy and execution across a 60+ person product and engineering organization, delivering 15+ blockchain initiatives to clients in fast-paced, globally distributed environments.

Brings rare technical depth to product leadership, equally comfortable in architecture discussions and boardroom conversations.

EXPERIENCE

Big Immersive

Product Manager - Remote | (Apr 2024 – Jun 2025)

- Owned end-to-end product strategy for Auriswap (DEX) and Cireta (RWA Launchpad) from ideation to post-launch optimization
- Defined product strategy, roadmap, feature prioritization and success metrics
- Drove sprint planning and backlog grooming across a 10–20 person cross-functional team
- Owned UX from concept to release; guided design iterations and led QA sign-off
- Drove post-launch improvements through user feedback, analytics, and market insights
- Led community growth, marketing pivots, and partnership initiatives to improve traction
- Coordinated across globally distributed teams (engineering, design, marketing, BD, QA)

InvoZone Pvt Ltd.

Lead Blockchain Analyst (Functional Head of Product and Blockchain) - Remote | (Sep 2021 – Mar 2024)

- Led and scaled the blockchain department from 3 to 60+ engineers, analysts, and product managers
- Directed product strategy and cross-functional execution across 15+ client projects in DeFi, NFT, DEX, and supply chain
- Designed technical architectures for complex blockchain systems to enforce quality standards
- Led end-to-end hiring for the department; sourcing, interviewing, onboarding, and task allocation across all seniority levels
- Defined team processes, reporting hierarchies, and delivery frameworks in collaboration with senior management
- Acted as technical lead on BD calls. Scoped project feasibility, defined delivery timelines, and built client confidence that directly enabled deal closure
- Delivered internal training programs on Ethereum, Solidity, QA, BA, and BD, building internal capability across skillsets that were scarce in the market

Secured Gold Coin Pvt Ltd.

Lead Product Analyst (Blockchain) - Remote | (Jun 2020 – Sep 2021)

- Led and managed high-performing research, content, and design teams, fostering innovation
- Served as sole PM across multiple DApp projects overseeing end-to-end delivery from UI through post-launch operations
- Built and maintained client relationships across diverse geographies and project types
- Produced whitepapers and technical/business documents covering both tokenomics/investor narratives and architecture deep-dives for internal products and external clients
- Conducted market and technical analysis to inform both internal product strategy and client-facing deliverables

Miranz Technology Pvt Ltd.

Senior Analyst (Blockchain) - In house | (Sept 2017 – Dec 2019)

- Led a team of ~10 researchers and product analysts, contributing to early blockchain adoption initiatives at the firm
- Authored whitepapers and technical/business documents across ICO, crowdfunding, and supply chain use cases for external clients
- Designed and delivered Ethereum and Hyperledger course curricula to students
- Represented Miranz at seminars and technical talks across Pakistan evangelizing blockchain adoption at a time when awareness in the region was minimal
- Coordinated across development, marketing, and design teams to ensure aligned delivery on client projects

PROFESSIONAL PROJECTS

Details of my portfolio can be found here.

Cireta | **A real World Asset based launchpad -** (Product Owner)

Auriswap | **A Decentralized Exchange Built on Vanar Chain -** (Product Owner)

Piqsol | **Multichain and Fractional NFT Marketplace -** (Project Lead)

Cryptomeda | **NFT Gaming Platform -** (Blockchain Researcher)

Secured Gold Coin | **A Hybrid Gold Backed Coin** (Lead Research)

SKILL SET:

Product: 0->1 Product Development, Product Strategy, Roadmapping, Feature Prioritization, Sprint Planning, UX Ownership, Business Analysis.

DAPPs: Ethereum, Solana - DeFi, DEX, EOA, NFT Marketplaces, RWA, Launchpads, Staking, Trading Bots, Supply Chain, Real Estate, Solidity, Web3, DApp Architecture.

Leadership: Cross-functional Team Leadership, Hiring & Onboarding, Stakeholder Management, Client Engagement, Remote Team Coordination.

Data & AI: Python, Data Science, Data Analysis, DefiLlama, Google Analytics

ACADEMIC QUALIFICATIONS:

Graduation | BSC Computer Engineering | 2013 - 2017
University of Engineering & Technology, Lahore

CERTIFICATION / AFFILIATIONS:

- Blockchain and Business: Applications and Implications - Coursera | INSEAD
- Machine Learning Fundamentals - edX | UC San Diego
- Statistics and Probability in Data Science using Python - edX | UC San Diego
- Python for Data Science - edX | UC San Diego
- Getting Started with Power BI Desktop - Coursera | Project Network

APPRECIATION/PARTICIPATION:

Employee of the Month	06/2018	
Employee of the Month	11/2017	
Final Year Project Exhibition CSE Dept., UET Lahore	2017	Winner (1st Prize)
Lahore Law College Debating Championship	2017	Winner
All Pakistan AMC Debating Championship	2016	Winner (Best Speaker)
FCC International Debating Championship	2015	Best Speaker
All Pakistan Declamation Contest by Dabistan-e-Iqbal	2015	1st Prize
All Pakistan Fazaia Graphics Competition	2007	2nd Prize