

ABIBAT LATEEF

Philadelphia, PA • abibatl001@gmail.com • 267-597-6818 • www.linkedin.com/in/abibatlateef

EDUCATION

Bachelor of Science in Computer Science - Drexel University, Philadelphia, PA GPA: 3.8 Affiliations: Women in Computing Society; Rewriting the Code; Hack4Impact	<i>Expected Graduation: Summer 2028</i>
Computer Science Major - Northwestern University, Evanston, IL GPA: 3.8	<i>Sept. 2024 - Jun. 2025</i>

EXPERIENCE

BeReal – Product Management Extern - Analyzed user sentiment across BeReal and Snapchat, synthesizing qualitative research to identify feature pain points, user motivations, and product opportunities - Prioritized 10+ product concepts using RICE, translating the selected feature into a 5-screen interactive Figma prototype - Collected and analyzed feedback from 27 respondents through surveys and a focus group, incorporating user insights into feature recommendations and a final product pitch presented to BeReal’s U.S. Managing Director	<i>Apr. 2026 - Jul. 2026</i>
Drexel Autism Institute - Research Assistant - Collaborated with researchers and community stakeholders to identify user needs and design improvements for an AAC-focused digital resource platform for families of autistic children - Designed and refined Figma prototypes based on team feedback, preparing concepts for usability testing with families and autism professionals - Supported user research at a community conference by facilitating prototype feedback sessions and refining interview materials	<i>Apr. 2026 - Aug. 2026</i>
Hack4Impact – Frontend Developer - Partnered with designers, engineers, and nonprofit stakeholders on a 6-person team to translate user needs into React Native product features - Built reusable components for event check-in and analytics workflows, enabling consistent UX and iterative feature development	<i>Dec. 2025 - Jun. 2026</i>
Junior Achievement Company – Product & Entrepreneurship Intern - Led a 12-person team to design and prototype a children’s safety device, delivering a functional prototype in 3 months - Conducted market research and competitive analysis to define positioning and product strategy - Created brand visuals, Shopify storefront, and marketing materials using Canva; raised \$500+ in seed funding - Presented final product at Entrepreneurship Summit; received the Spirit of Entrepreneurship Award for innovation and leadership	<i>Nov. 2023 - Apr. 2024</i>

PROJECTS

AdaptEd – Founder & Product Lead - Founded and led a 6-person team to develop an AI-powered study-planning app, defining product vision, MVP scope, and product roadmap - Conducted user research with 25+ students through surveys and interviews, translating student pain points into product requirements and roadmap decisions - Pitched the product at a startup showcase, generating interest from 20+ potential collaborators and early testers	<i>Mar. 2024 - Sept. 2025</i>
WildHacks Hackathon – Product Designer - Conducted user research with 80+ participants to identify student financial-literacy pain points and inform product direction - Translated research insights into a high-fidelity Figma prototype, defining user flows with a 4-person team - Collaborated with teammates to ship a functional website in 24 hours, balancing user needs and technical feasibility	<i>May 2025</i>

LEADERSHIP

Women in Computing Society - Executive Board Member, Marketing	<i>Aug. 2026 - Present</i>
Google Developer Groups - Executive Board Member, Outreach Lead	<i>May 2026 - Present</i>

SKILLS

- Product:** Product Strategy, User Research, RICE Prioritization, Roadmapping, MVP Development
- Design & Tools:** Figma, Prototyping, User Flows, Notion, Asana
- Technical:** React Native, JavaScript, Python, Kotlin, HTML/CSS, Git

AWARDS

- Dean’s List** – Northwestern University (Fall 2024 - Spring 2025)
- Spirit of Entrepreneurship Award** – Junior Achievement Company (April 2024)
- AJ Drexel Scholarship** - Drexel University (September 2025)