

Testimonial Letter for Arif Shehabuddin

Arif joined the data.gov.sg product team at Open Government Products (OGP) in February 2024, working on product management and strategy work for Singapore's open data platform. Despite only working part-time, Arif made a significant impact on the team and led the development of the Elections Data Microsite and Prototype, which has been leveraged by media agencies like Channel News Asia, Business Times, AsiaOne, South China Morning Post, Zaobao, 8world, Tamil Murasu and Berita Harian to reach over 1.5M viewers.

He spearheaded the elections maps, researching similar products and electoral visualisations from Singapore, US and UK to understand global best practices and requirements from both voters and media agencies. He also built the initial prototype in collaboration with designers and engineers, whilst taking part in user interviews to better understand user needs and leveraging these insights to iterate on the prototype.

Arif pitched multiple media agencies with the prototype, securing commitments from both local and international media agencies, demonstrating his ability to drive adoption and go to market. This played a major role in the productionisation of the election geospatial visualisation to be used for the real-time coverage of Singapore's 2025 General Parliamentary Elections.

Arif also played a key role in broader platform improvements, including the development of data reuse, new data request and usage metrics on the landing page, which were identified as key features based on user research reducing the landing page bounce rate by 20%. Arif also helped the team to develop an understanding of geospatial visualisation, tools and best practices, guiding the product decision to eventually leverage Mapbox for all geospatial datasets, serving 25k sessions per quarter, or 10% of all sessions on data.gov.sg. Finally, Arif's contributions to refining the product's mission, vision and problem statements helped to align the team and shape the roadmap based on actual user insights.

Ultimately, Arif's competitive advantage lies in his technical expertise and strategic acumen - with familiarity with front-end frameworks like Next.js and React.js, he was able to contribute directly to engineering, testing and iteration of the product. He also demonstrated strong leadership and problem solving whilst navigating ambiguity, having tackled novel problem statements and yet articulating a clear vision and value proposition for both data consumers and producers to ensure long-term engagement. Despite being new to product management, he quickly proved himself to be a proactive and reliable team player.

Overall, Arif was an invaluable asset to our team, and I highly recommend him for future product management roles. His ability to take initiative, drive meaningful improvements, and collaborate effectively makes him well-suited for any team looking for a thoughtful and capable product leader. Wishing him all the best in any future endeavours.

Foong Yi Zhuan

Senior Product Manager

Open Government Products