

DRIVING QUALITY: HOW GREAT PEOPLE AND PROCESSES ENHANCE PRODUCT QUALITY

National Software Testing Conference 2025, London



ARIF TASEER ASIF

Head of QA - ShareDo (part of Clio)



TEST ANALYST



TEST AUTOMATION
ANALYST



TEST ANALYST



QA LEAD
QA MANAGER

STRATEGIC LEADERSHIP

PEOPLE MANAGEMENT

PROCESS IMPROVEMENT



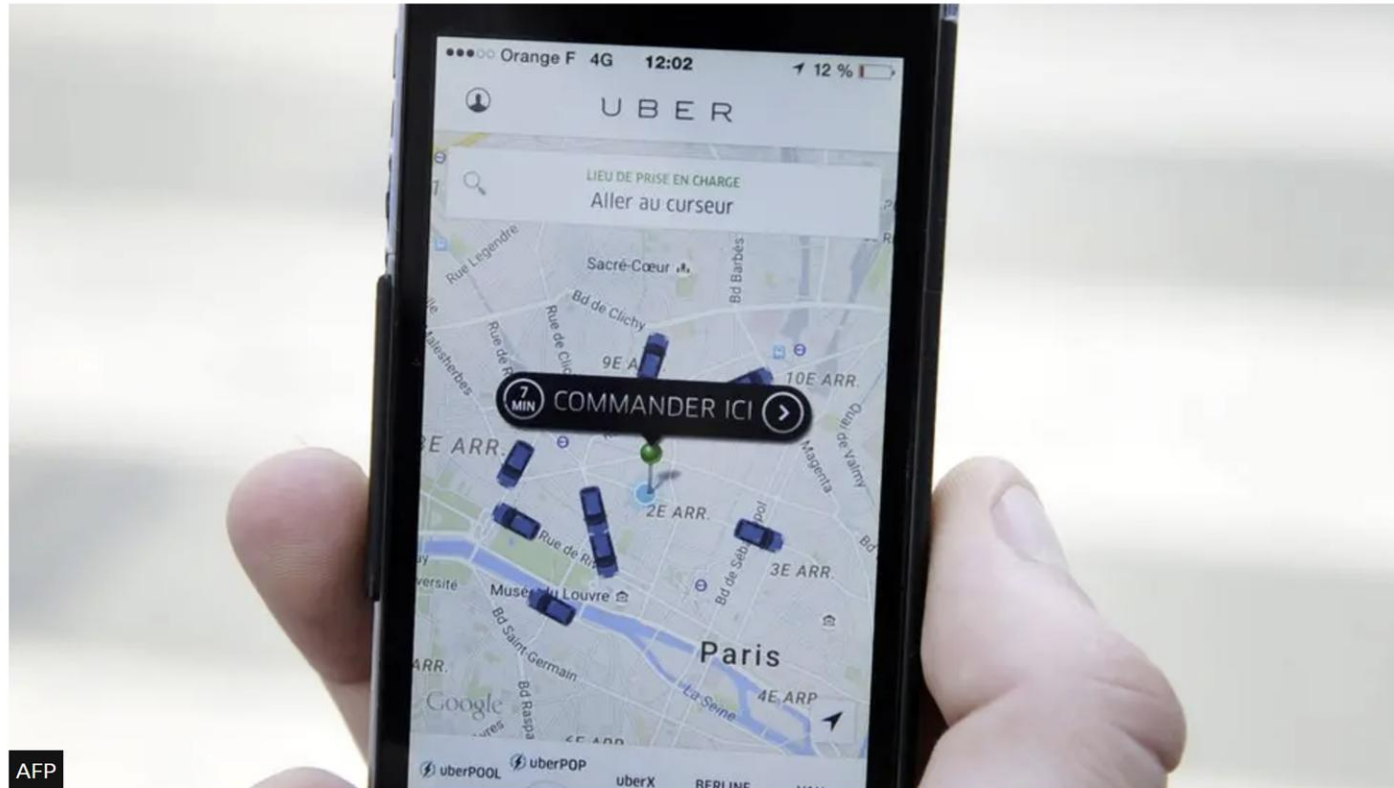
CHAMPION QUALITY

REPORTING & STAKEHOLDER COLLABORATION

PLANNING & TECHNICAL EXECUTION

Cheating Frenchman sues Uber for tipping off wife about affair

🕒 12 February 2017



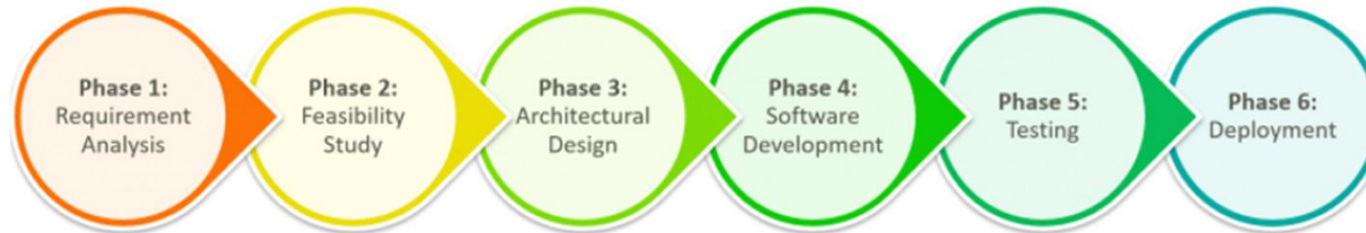
AFP

| The app continued to send notifications to the man's wife's phone

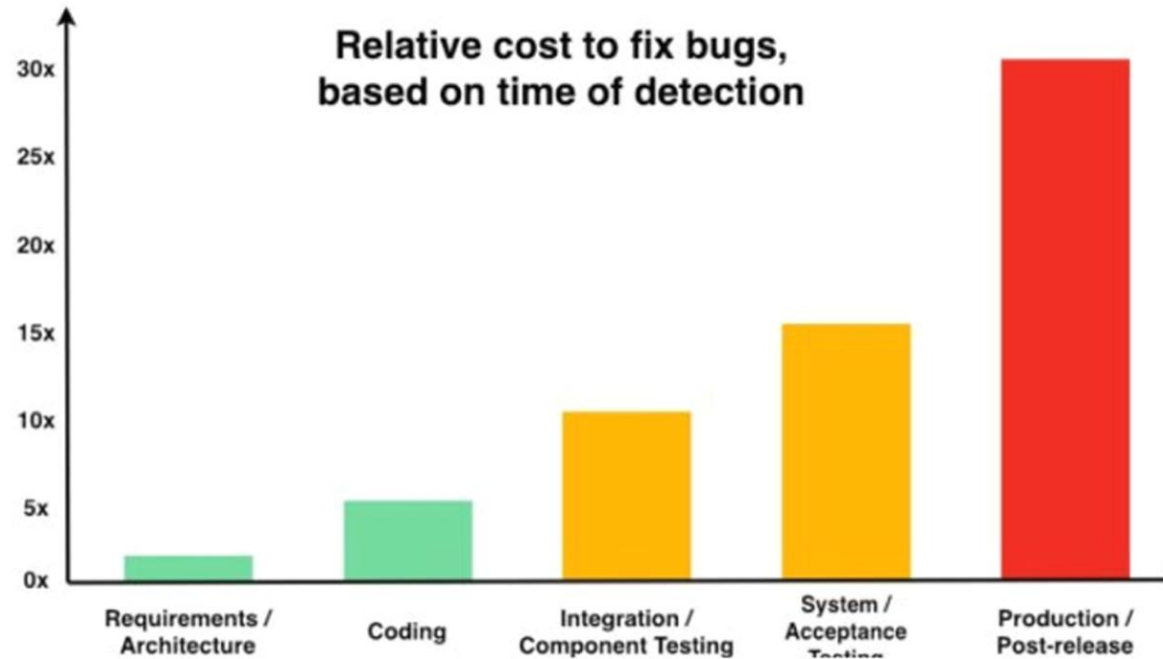




Software Development Lifecycle



**Relative cost to fix bugs,
based on time of detection**









THANK YOU