Ayesha Naaz

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SUMMARY

Results-driven product professional with 6 years of experience in project and product management.Proven track record of launching and scaling products resulting in overall growth.Highly adept at customer-centric thinking, possess a keen aptitude for data analysis and renowned for tackling complex business challenges

KEY SKILLS

Technical Skills: Data Analysis and Visualization, SQL, APIs, Tableau, Salesforce, JIRA, Zendesk, Figma
Product Skills: Product Road mapping, design and specification, Wireframing, Product Marketing, Product Strategy, Product Lifecycle Management, Metrics and KPIs, Team Management, UI/UX design

PROFESSIONAL EXPERIENCE

Associate Senior Manager - User Experience
Jan '22 - Present

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- Spearhead 7 managers and 30+product experts, overseeing **product lifecycle, roadmap, user experience, upsell, cross-sell, retention, renewal, and revenue** for K10 segment
- Implemented retention strategies, contributing to an **30% increase in overall renewal rate and MRR**
- Revamped referral campaign, resulting in **acquisition of 38k new users** and significant revenue growth
- Managed annual budgeting and optimized resource allocation, **reducing expenses by 30%**
- Implemented data-driven decision-making, enhancing **operational efficiency and performance by 50%**
- Collaborate closely with **engineering, design and marketing** teams to ensure successful product launches

Manager- Strategy and Planning
Jan '21 - Dec '21

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- **Established k10 Hypercare** team to prioritize escalations and bring down refund rate from **32% to 21 %**
- **Constructed k12 issue resolution team,** reducing repetitive inbounds by 20% from B2B and B2C clients
- Drove cross-functional collaboration for Classes launch,achieving **10x revenue growth** and 28k new users

Assistant Manager - Product
Aug '19 - Dec '20

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- Launched **4 k10 product features**, boosting user retention by 18% and increasing **ARPU by 15%**
- Steered pilots for **A/B testing of BDLC, BTLP, MLP products** leveraging data to optimize project outcomes
- Defined the **product vision, roadmap and positioning** for K3 Product in the International market

Product Expert
Jul '17 - Jul '19

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- Acted as a **liaison between customers and the product team**, conveying customer feedback, feature requests, identify pain points and suggest improvements
- Contributed to Tutor program's launch, generating **35% of Q1 revenue** through feature prioritization
- Aided the Disney Team with K3 product & OSMO integration,leading to 20% increase in new client acquisition

EDUCATION

Bachelor of Computer Science and Engineering
Jul '13 - Jul '17

BCETW │ Durgapur, India

Product Management Fellow
Oct '22 - Feb '23

Upraised │ India

- 16-week Product Management CAP, encompassing product strategy, data analysis, agile and UX design
- Developed PRD to boost course completion rate on Unacademy through the creation of a doubt clearance platform and PRD to increase renewal rate on Hotstar by 10% by designing a personalized library feature.