

Ashish singh

Product Manager

Highly motivated Product Manager having knack of building , delivering & scaling products

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WORK EXPERIENCE

Product Manager

Mool

03/2022 - Pres

Role & Responsibilities

- Early engineering member who joined as a Frontend Engineer and transitioned into company's one of the first Product Manager. Collaborated and Worked with Business, Technology & Design team to launch and deliver Mool's first ever mobile application.
- Owned the whole product lifecycle which scaled to 300,000 app downloads out of which 100,000 downloads were achieved within 30 days across android and iOS.
- Integrated user engagement platforms MoEngage & Firebase analytics to gain better user insights.
- Integrated Razorpay Payment gateway which allowed users to add the money from their UPI into the Mool account which was used to purchase insurances, make card transactions and do the investments in Mutual Funds & Flexi Deposit. In a span of 2.5 months, total transaction value crossed INR 3.5 Crore.

Product Manager & Engineer

Felidaie

07/2020 - 02/2022

Bangalore

Role & Responsibilities

- I was one of the first member of core engineering & product team where my responsibilities revolved around carrying end-to-end life cycle of the product.
- Worked directly with the CEO of the organisation to lead the product development and roadmap of the product .

Founder & Product Owner

Buddy

08/2019 - 05/2020

Bangalore

Role & responsibilities

- Started my own venture to solve the users pain points by providing more user centric experience in B2C travel industry . Built and shipped the MVP , got the validation from multiple angel investors & head of leading VC's.

EDUCATION

Product Management (Career Accelerator Program)

Upraised

04/2022 - 10/2022

B.Tech (Software Engineering)

SRM University

06/2015 - 06/2019

Chennai

SKILLS , TOOLS & LANGUAGES

PRD

Product Roadmap

Product Sense

GTM strategy

SQL

REST API's

UI/UX

ReactJs

React Native

Analytics

JIRA

Figma(wireframing & prototyping)

A/B testing

User Research & User Stories

Competitor Analysis

Project management

Mixpanel

PROJECTS

PRD for Account Aggregation [↗](#)

- Account Aggregation is one of the leading product offering in neobanking and fintech industry, wrote this PRD for the Account Aggregation with RBI regulated FIP's to bring a solid offering in the current app, [PRD link](#)

PRD for Slice [↗](#)

- This PRD's objective is to revamp Rewards system & User Experience for Slice user , [PRD Link](#) .

ZoomCar Case Study [↗](#)

- This case study was done to deconstruct the ways Zoomcar uses to encourage the users to book the car by understanding the user's psychological behaviour , [Link to Case Study](#).

EatSure Case Study [↗](#)

- This case study was intended to go through Eatsure app , identify its problems and proposing the required solutions along with its prioritisation , [Link to Case Study](#) .

Zepto (10 minutes Grocery Delivery) [↗](#)

- This case study was done to identify the pain points of a business where I chose Zepto's business model. [Link to Case Study](#) .

Disney+ (Frontend Project) [↗](#)

- Clone of Disney plus top-notch UI along with customized firebase database to fetch the data.
- Technologies used : Javascript , ReactJs , Redux , Material-UI, CSS, React Router, Netlify , Firebase .

Netflix clone (Frontend Project) [↗](#)

- Clone of Netflix UI with additional option of plan selection & profile modification.
- Tech stack used - Javascript , ReactJs , Firebase , Material- UI, TMDB API , CSS .

CERTIFICATIONS & ACHIEVEMENTS

Product Management - Upraised

Got certified as Product Manager after completion of CAP course from Upraised.

Front-End Web Development - The Hong Kong University of Science and Technology [↗](#)

Credential ID : 92NX6LQMSA9R