

Muhammad Romman Nadeem

✉ romman818@gmail.com ☎ +923214044498 📍 Lahore, Pakistan 🌐 muhammadromman/

Profile

Product Manager | Health Tech, AI, Fintech, SaaS, Edtech

Product Manager with 4+ years of experience in Health Tech, AI, Fintech, and SaaS. Proven record of driving growth through A/B testing, onboarding optimization, and cross-functional leadership. Skilled in product strategy, user research, and data-driven decision-making.

Skills

Product Management: Roadmaps, PRDs, Backlog Prioritization, Stakeholder Management, Agile/Scrum, Go-to-Market Strategy, Competitor Analysis

Analytics: A/B Testing, Funnel & Cohort Analysis, SQL, Mixpanel, Hotjar, Google Analytics, Tableau

Tech & AI: Python, Flask APIs, MERN Stack, API Integrations, ChatGPT, LLMs, Prompt Engineering, AI Product Strategy

User Research & Design: Figma, UX Design, Design Handoff, Wireframing, User Research, JTBD Interviews

Work Experience

Product Manager

06/2023 – present

Remote, USA

AuraHealth (Health Tech) — #1 Sleep App on App Store 📄

- Increased web conversion rate by **5.8% absolute** (~4.2% → ~10%), driving **\$800K+ annual revenue impact**.
- Boosted **trial-to-paid conversion by 5% in <1 month** by refining the onboarding journey and UX.
- Led **end-to-end A/B testing** — from hypothesis to post-test analysis — informing decisions on retention, trial-to-paid, and onboarding.
- Designed & launched a **referral strategy**, introducing a challenges module that grew weekly referrals by **50%**.
- Developed upsell tactics that increased **1:1 coaching & community engagement by 20%**.
- Oversaw Aura's **community feature roadmap**, prioritizing enhancements and executing go-to-market strategies.
- Planned phased rollout (**Alpha → Beta → Public**) for Aura's **AI Companion app**.
- Built an **LLM-driven notification system**, enabling personalized alerts at scale.
- Collaborated closely with **engineering teams** to scope technical requirements, manage sprint planning, and ensure timely delivery.
- Facilitated **design handoff** by aligning UX/UI mockups with engineering workflows, ensuring smooth implementation.
- Managed **cross-functional projects** end-to-end, balancing priorities between design, engineering, data, and growth teams to ship high-impact features.

Founder & Chief Product Officer

09/2023 – 01/2024

Remote, Canada

Insightio (Artificial Intelligence) — A tool for extracting user insights and pain points from interviews and feedback. 📄

- Conceptualized, designed, and launched the full-scale app, leading a **3-member team**.
- Built on **Python Django, OpenAI, AWS, and Google Cloud** for scalability and performance.
- Ranked **#6 Product of the Day on Product Hunt**, driving strong early traction.
- Conducted interviews with **FAANG PMs & founders** to refine product-market fit.
- Achieved **100+ signups in the first week** through a strategic launch.

User Researcher-Product Owner

11/2022 – 08/2023

Remote, Pakistan

CreditBook (Fintech) — A Pakistani fintech startup dedicated to empowering underserved SMEs and MSMEs. 📄

- Coordinated **15+ internal and 25+ external stakeholders**, including two banks, for a pilot QR/POS payments program; onboarded merchants from **3,000+ signups** in Lahore & Karachi.
- Led **ethnographic studies with 15 MSMEs** to identify payment barriers, directly shaping strategy.
- Authored a **research report on payment behaviors**, saving millions in potentially misallocated investments.
- Conducted **savings behavior studies**, informing the launch of **Bachat Box**, which drew **1,000+ signups** in the pilot phase.

Product Operations Lead

10/2021 – 10/2022

Remote, USA

RepairDesk (SaaS) — Repair tool for phone and computer repair stores 📄

- Awarded **Employee of the Quarter (Q2 2022)** for excellence in product strategy & customer success.
- Reduced churn by 50%** for a new software version by analyzing customer feedback and product usage data via Mixpanel and internal sources, directly shaping the company's strategic direction for the next two quarters.
- Revamped reporting architecture**, designing a scalable solution that cut development time for new reports by **40%**.
- Developed automated frameworks** for data collection, distribution, and analysis, enhancing cross-team collaboration between Sales, Marketing, and Product.
- Established a Customer Feedback Management framework**, streamlining insights sharing across teams and improving data-driven decision-making.
- Pioneered a user-centric culture** by developing **User Personas**, promoting frequent **User Interviews**, **Data-Driven Design**, and **UX Audits** to optimize product experience

Education

Bachelor of Computer Science

09/2017 – 01/2022

National University of Computer and Emerging Sciences 📄

Lahore, Pakistan