

# ASHOK JAISWAL




## Technical Product Manager

+852-6043-4478 ashokjaiswal@gmail.com github.com/aeropriest Hong Kong

### SUMMARY

- 12 Years experience in product management for IoT, Crypto, SaaS, NFTs products
- Proven track record in successful product launches and scaling
- Generated \$1,500,000 in sales and raised \$4 million in boot strapped startups.
- Expert in market research, outperforming competitors, and meeting user needs effectively.
- Skilled collaborator, managing 10,000 GoingApe NFTs launch with cross-functional teams.
- Strong execution abilities, overseeing ERC-720A smart contract development and NFT marketplace deployment.
- Understand React, ReactNative, NextJS, NodeJS, Solidity, and Blockchain development.
- Effective communicator and leader, guiding teams to deliver quality products on time & cost.
- Demonstrated expertise in identifying opportunities, saving over 200,000 man-hours, more than 6million annually operational efficiency at Goldman.
- Proactive product ideation, co-founded two IoT companies with \$1,000,000+ in pre-sales.
- Market-savvy, drove 2 million unique website visitors converting 20,000 paying customers.

#### Cathay Pacific

 Sr. Products Manager  Hong Kong  Oct 2022 - May 2023

- Lead the development of an in-house system using NextJS, NodeJS, and MongoDB.
- Facilitated meetings with the aeronautical team, gaining in-depth understanding of their workflow needs.
- Collaborated closely with the design team to translate workflow requirements into intuitive UI/UX designs.
- Reviewed figma designs and conducted discussions with development, management, and the aeronautical team.
- Led sprint planning meetings to ensure efficient and effective development processes.

#### RioDeFi [ Pioneer in decentralised finance solutions with blockchain technology ]

 Tech Product Manager  Hong Kong  Nov 2021 - Sep 2022

- Played a pivotal role in developing and launching 10,000 GoingApe NFTs, targeting NFT collectors and digital artists.
- Coordinated cross-functional teams, including marketing, design, business development, and senior management, to oversee the NFT collection and NFT marketplace launch.
- Successfully deployed an ERC-720A smart contract, ensuring a secure and efficient NFT marketplace for users.
- Managed a team of designers, developers, artists, and junior digital marketing professionals to deliver top-notch NFT products and experiences.

### EDUCATION

#### Masters Of Business Administration

Digital Marketing / IT

HKUST (Hong Kong) 2009-20011

#### Bachelor Of Science (B.Sc.)

Computer Science

Delhi University (Delhi) 2003-2006

### PRODUCT DEVELOPMENT

- IoT, Crypto & NFT Expertise
- Quantitative Results Achiever
- Market Research & Analysis
- Cross-functional Collaboration
- Execution & Project Management
- ReactNative, NextJS, Solidity, Blockchain
- Effective Communication & Leadership
- Innovative Problem Solver
- Proactive Product Ideation

### MANAGEMENT SKILLS

- Strategic Product Planning
- Team Leadership & Motivation
- Agile Product Development
- Stakeholder Engagement
- Data-Driven Decision Making



### DESIGN TOOLS

Figma | AdobeXD | Keynote | Sketch

### USER INTERFACE DEV

ReactNative | React | NextJS | Python




**Lecker Labs**
*[ Yomee - Pod based IoT yogurt maker ]*


**Sr. Product Manager**

**Hong Kong**

**May 2017 - Oct 2021**

- ❑ Co-founded a FoodTech IoT company, creating the world's first fully pod-based automatic yogurt maker capable of producing various yogurt types.
- ❑ Successfully raised \$2 million in private equity funding and won numerous awards like CES for innovation and product excellence.
- ❑ Oversaw the development of Yomee's hardware, utilising Arduino boards, Bluetooth connectivity, firmware, OTA update etc.
- ❑ Led the design and launch of the ReactNative-based mobile app, enabling seamless user interaction and enhancing the yogurt-making experience.
- ❑ Led the successful crowdfunding launch with more than \$250,000+ in pre-orders

**Ezee Systems**
*[ EzeeCube - Stackable IoT family media cloud ]*


**Sr. Product Manager**

**Hong Kong**

**Jul 2013 - Mar 2017**

- ❑ Co-founded and led a multimedia-based IoT company, introducing the world's first modular home media cloud for families.
- ❑ Orchestrated a successful co-founding campaign, generating over \$250,000 in pre-sales and showcasing the product's market demand.
- ❑ Directed the design and development of EzeeCube, incorporating a Freescale IMX quad-core processor, Yocto embedded Linux operating system, and custom Kodi/XBMC application
- ❑ Collaborated with teams to develop an intuitive UI/UX using Python and Qt for the mobile app, simplifying media content syncing with phones and PCs.
- ❑ Led the successful crowdfunding launch with more than 1,500 pre-orders / \$250,000+

**Goldman Sachs**


**Product Analyst**

**Hong Kong**

**Jun 2011 - May 2013**

- ❑ Ramped up the company's communication infrastructure by introducing a unified dial-in number for over 800 video conferencing facilities.
- ❑ Achieved remarkable success with more than 2 million conference calls made within six months, saving an estimated 2 minutes per call for 30,000 employees.
- ❑ Managed the construction of three new video conferencing facilities, reducing costs by 25% and enhancing operational efficiency.
- ❑ Implemented remote monitoring for 300 conferencing facilities, resulting in 30 min savings for technicians and cost reductions of over 2million annual

**Muvee Technologies**
*[ Automatic video editor for families ]*


**Sr. Software Engineer**

**Singapore**

**Mar 2006 - Jun 2009**

- ❑ Led the development of the world's first fully consumer automatic video editor for PC, garnering an install base of over 2 million users.
- ❑ Led a team of software developers, ensuring seamless integration and exceptional user experience.
- ❑ Implemented camera import/export module, resulting in a 22% increasing in user engagement

**HOBBY PROJECTS**

**HomeGPT**
*[ <https://T.Me/MyndChatBot> ]*

Built a Telegram bot using OpenAI and GoogleAI technologies to assist my family

- ❑ Simplified expense tracking with receipt scanning and organisation.
- ❑ Streamlined recipe search and saving for quick access to favourite dishes.
- ❑ Efficient task management to stay on top of daily to-dos.
- ❑ Convenient grocery list management for hassle-free shopping updates.

**Crypto Tracker**
*[Https://Shorturl.At/Cgqw7](https://Shorturl.At/Cgqw7)*




Built a powerful crypto portfolio tracker app:

- ❑ User-friendly interface for efficient monitoring and management of holdings.
- ❑ Real-time prices and market data integration through CoinGecko API.
- ❑ Smoothly add new tokens to the portfolio for up-to-date tracking.
- ❑ Enhanced user experience with support for dark and light themes.

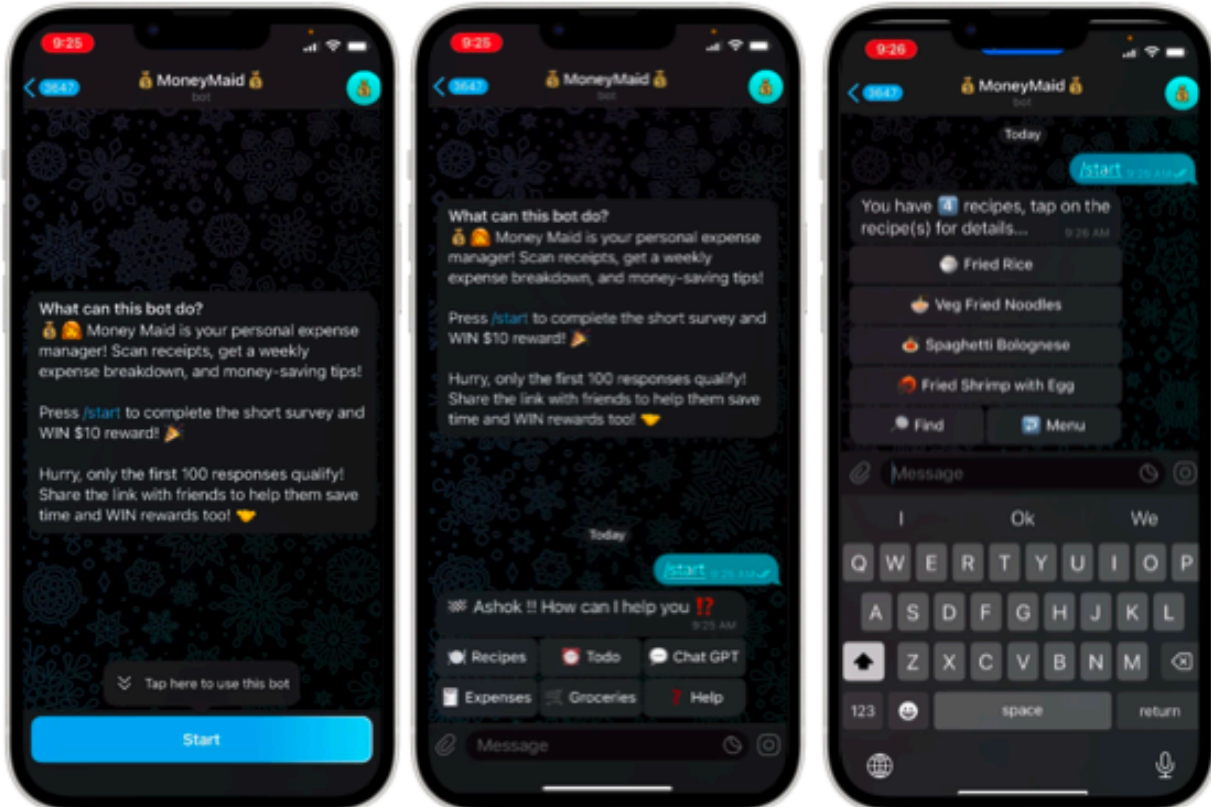
**Languages**

Hindi	<div><div></div><div></div><div></div><div></div><div></div></div>	Native
English	<div><div></div><div></div><div></div><div></div><div></div></div>	Fluent
Mandarin	<div><div></div><div></div><div></div><div></div><div></div></div>	Friendly

**Hobbies**

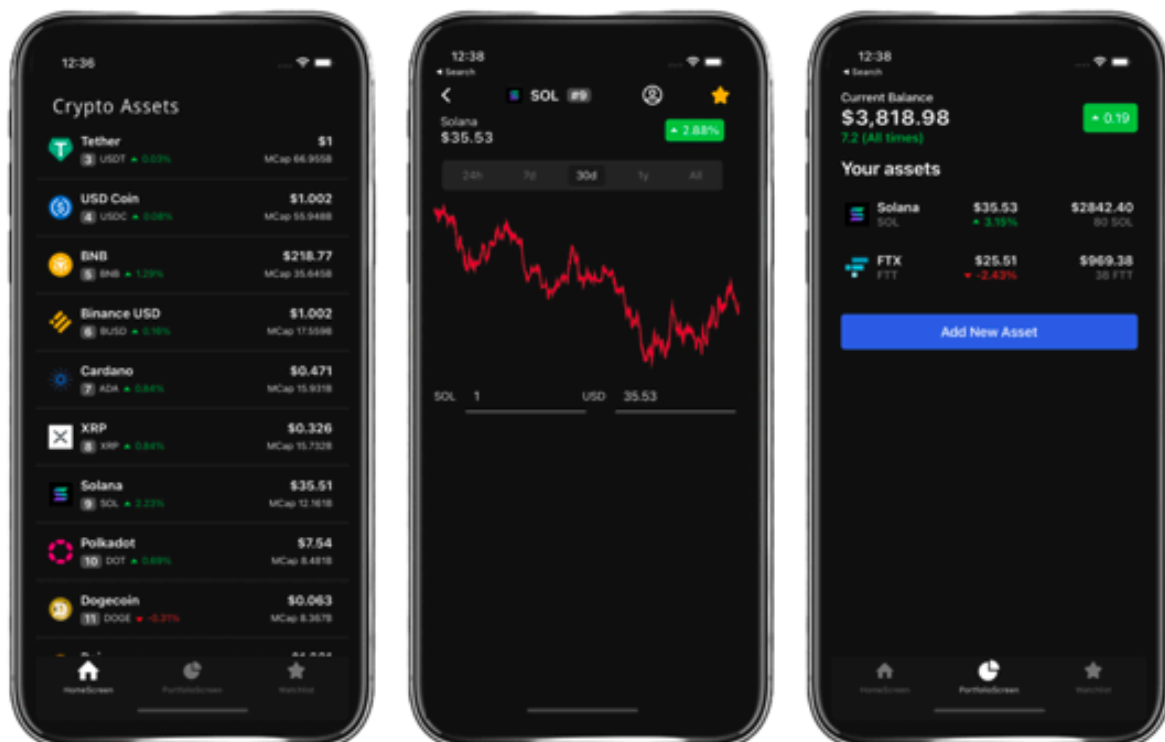
	Meditation / Yoga	Expert, Daily
	Tennis	Intermediate, Regular
	Hiking	Advance, Regular

## GPT Home Assistant

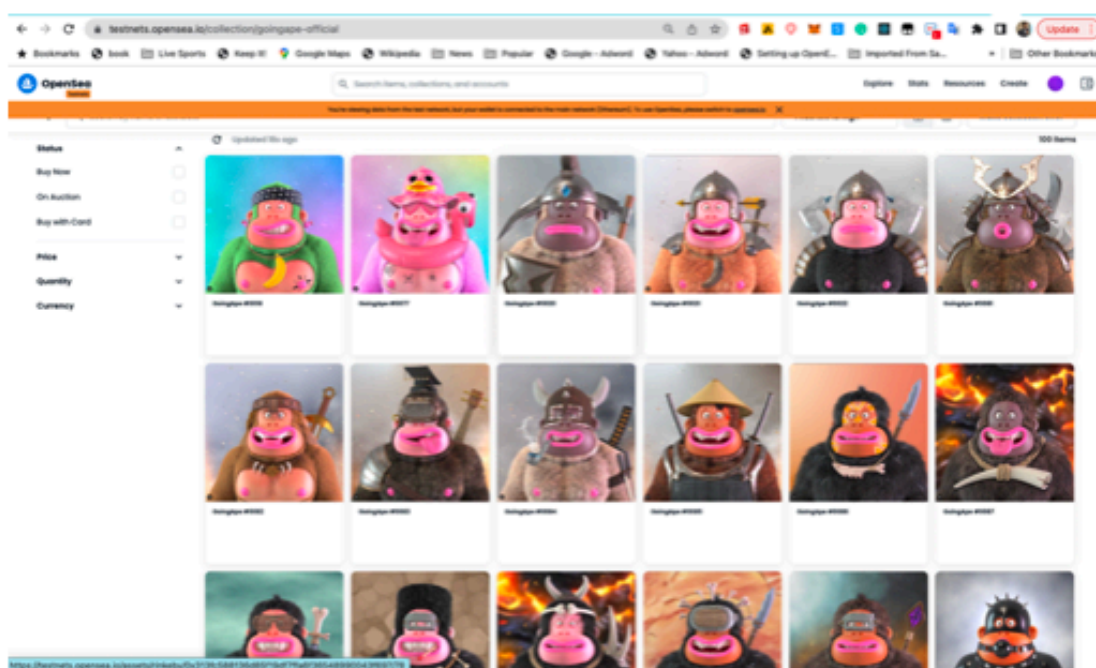


## RioDeFi

Rio Crypto Tracker iOS/Android app



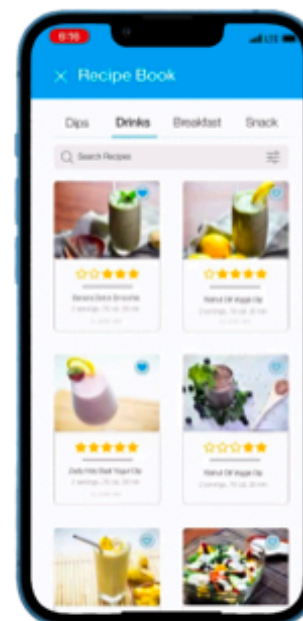
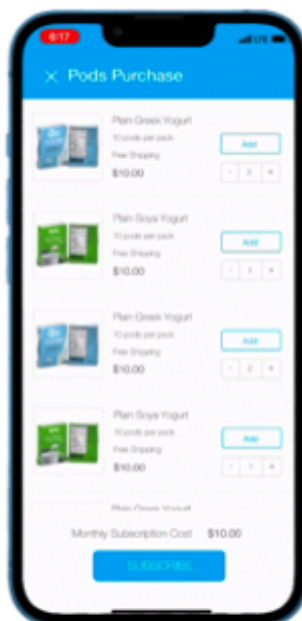
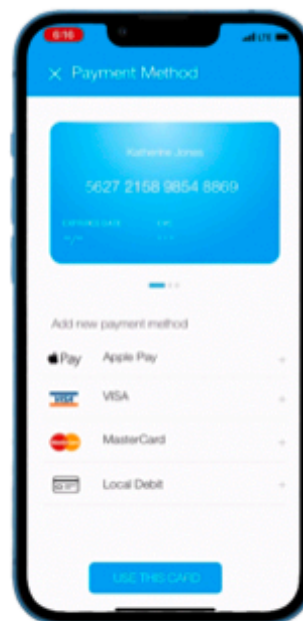
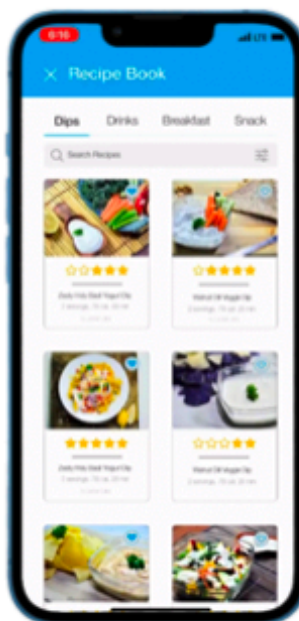
The image shows a digital art portfolio website for 'APE COLLECTION'. The website has a dark theme with a grid pattern in the background. At the top, there is a navigation bar with a logo, a search bar, and links for 'Gallery', 'Help', and 'Connect Wallet'. The main content area features a large title 'APE COLLECTION' and a paragraph of placeholder text. Below this is a 'Explore Gallery' button. The 'TOP BID' section displays three featured NFTs: 'Chinese Monkey' (0.383 ETH), 'Pearl Monkey' (0.108 ETH), and 'Swimming Monkey' (0.472 ETH). Each NFT card includes a character image, name, and price. A 'NEW' banner is at the bottom.





# Lecker Labs

## Smart & automatic yogurt maker



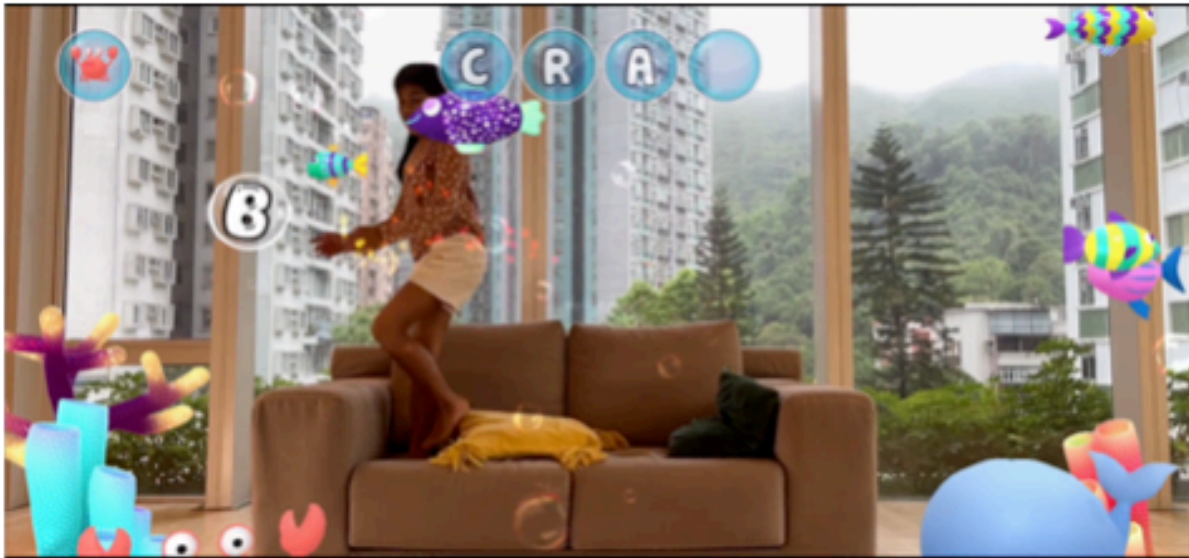
# Ezee System

Smart home media cloud



# Mettaa Games

Fully body tracking AR un chain game



Virtual Fitness Assistant

