

# Aran Ansari

## Product Manager



### EXPERIENCE

#### **Mainvest, Inc.**

*Seed-stage Alternative Investment Marketplace enabling Small Businesses to raise capital from retail investors, offering a share of their future revenue in return.*

##### **Product Manager**

January 2021 - Present

- Managed the lean product development cycle of the 20 person company, responsible for navigating the roadmap, balancing priorities in a two-sided marketplace, and rethinking 90% of front-facing screens, scaling the platform from 2k to 75k users.
- Led a number of strategic, cross-functional initiatives to increase LTV, developing and announcing on-platform “wallets” and pushing a feature to allow users to re-invest their returns, supercharging revenue from repeat users by 3X.
- Launched no code solutions in Notion and Excel to test MVPs internally, including an automated template generator and an investment underwriting model, which both serve 2,000+ SMB owners.
- Conducted UX interviews every product cycle to test new design specs and understand user habits, and deployed monthly product surveys to top 1-5% most active investors on the platform and translating their problems into brief PRDs.
- Designed a user onboarding flow that collected preference data upon sign up and informed recommendation emails, averaging open rates of 54% - 20% above the mean.
- Optimized the discovery UX with the implementation of curated offerings based on location, industry, and investment round size, slashing exit & bounce rates by 50%.

#### **Growth Strategy Associate**

July 2019 - January 2021

- Onboarded over 350 entrepreneurs to the platform, reviewing business plans, underwriting terms, and organizing documents for their SEC filing.
- Drafted quarterly reports on the Regulation Crowdfunding industry's market size, cap, and growth - uncovering our own efficiencies in volume, as well as deficiencies in pricing and deal size.
- Streamlined the business application process by automating the document generation and signature process, reducing the time-to-launch by 35%.
- Directed 200+ businesses as they repay over 10,000 investors quarterly through SQL data management and email/text automation.

### EDUCATION

#### **Bachelor of Business Administration in Finance**

Isenberg School of Business, UMass Amherst

*Minors in Information Technology & Economics*

2015 - 2019, Amherst, MA

### CERTIFICATES & PROJECTS

#### **freeCodeCamp**

Responsive Web Design, JavaScript Algorithms and Data structures

#### **Gentrification Maps**

Built an interactive map of NYC's neighborhoods displaying toggleable metrics associated with gentrification.

#### **WFA Directory (WIP)**

[wfadirectory.com](http://wfadirectory.com)

Coding a website from scratch to host a directory of the best places to work remotely in the Greater Boston Area.

### Contact Info

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### Tools & Technologies

Excel, Figma, Notion, Metabase,

Linear, Github, VS Code,

Hubspot, Google Analytics,

Clarity, Loom,

### Skills

Financial Modeling, SQL,

HTML, CSS, R, UX Interviewing,

Github Pull Requests,