

ARBAAZ SHAIKH | [PORTFOLIO](#)

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Product Manager with 4 years of experience of leading cross-functional teams and building user centric, 0-1 products across e-commerce, ed-tech, fin-tech, and service-tech industries. Skilled in defining the product roadmap, UX strategy, agile tech development, product testing and analyzing performance metrics to deliver impactful solutions.

Work Experience

Associate Product Manager, Bombay Design Centre

Sep 2023 - Present

- Developed the [Blue Star Customer Care App](#), streamlining 2M+ annual service requests, improving resolution time, and boosting customer satisfaction, earned the 'Project Excellence Award' for the same
- Increased partner leads by 490% in 3 months by redesigning the [NPCI - Bharat Connect](#) website
- Drove 153% user growth, scaling [Kokuyo Camlin's](#) community to 200K+ by redesigning UX for 2000+ SKUs
- Achieved 7x growth in lead generation by templating the campaign pages for [Godrej Enterprises](#)
- Built [Uprio](#), a school-aligned exam prep app for 4th-8th grade learning in Maths and Science subjects

Product Specialist, Quantinsti Quantitative Learning

Nov 2020 - Mar 2023

- Conducted 500+ user interviews to gather qualitative insights and anecdotal feedback, which drove incremental improvements in the LMS while also producing 150+ testimonials and case studies
- Increased course completion rates by 30% by introducing goal trackers and assessments to enhance engagement in paid programs
- Integrated WhatsApp for user engagement, boosted inquiries by 70%, with 25% from international markets

Skills

Product Sense, Customer Empathy, Market Research, Product Strategy, A/B testing, Data Analysis, Critical thinking, Problem Solving, UX Strategy, Design Thinking, Stakeholder Management

Tools

Google Analytics, Looker Studio, SQL, Python, CRMs – LeadSquared, MS Office, Google Suite, Figma, Jira

Case Studies

- [Mind Quest](#) – a gamified mental health solution
- [Traffic Seva App](#) – a B2G product to solve the growing traffic issues in mega cities for India
- [Credit-Pesa](#) – a short-term credit facility for the underprivileged
- [Easy Taxes](#) – a seamless tax filing portal to reduce complexity of filing taxes

Achievements

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| Project excellence award for Blue Star Customer Care App | 2025 |
| Winner - Rethink tank at Rethink Systems out of 8 teams that participated in the competition | 2024 |
| Second runners up - Productathon at Rethink Systems out of 8 teams that participated in the competition | 2024 |
| Rising Star Award - Quantinsti Quantitative Learning | 2022 |

Education

Mastering Product Management Programme

Rethink Systems

2024

Post Graduate Diploma in Data Science and Machine Learning

Imarticus Learning Institute

2019 - 2020

B.Tech in Electronics and Telecommunication

Mumbai University

2016 - 2019