

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, received the 'Project Excellence Award' for the same
- Increased partner leads by 490%** in 3 months by redesigning the [NPCIL - Bharat Connect](#) website
- Drove **153% user growth** within the first year of launch, scaling to **200K+ community members**, with a steady **5% monthly conversion rate**, by designing a UX framework for 2000+ SKUs for [Kokuyo Camlin](#)
- Achieved 7x growth in lead generation** by templating the campaign pages for [Godrej Enterprises](#)
- Delivered 27% 15-day retention** and **19% conversion rate** by crafting a clutter-free, action-oriented UX strategy for [Uprio](#) exam prep app

Product Specialist, Quantinsti Quantitative Learning

Nov 2020 - Mar 2023

- Conducted **500+ user interviews** to gather qualitative insights and anecdotal feedback, producing 150+ testimonials and case studies, which drove incremental improvements in the LMS.
- Increased course completion rates by 30%** by introducing goal trackers and assessments to enhance engagement in paid programs
- Increased **incoming user inquiries by 70%** by integrating WhatsApp as a communication channel, enabling seamless engagement and outreach with 25% of inquiries originating from developed countries.

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
AI Tools – ChatGPT, Perplexity, Zapier Agents, Cursor AI, Lovable

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

- 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