

Aisan Mojahedi

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Summary

Certified Product Specialist with over 5 years of experience in e-commerce and fintech, delivering data-driven product strategies and enhancing user experiences for platforms like Digikala. Skilled in market research, customer journey mapping, and cross-functional collaboration to drive product development from ideation to launch. Proven ability to optimize workflows, define OKRs, and improve product performance, with a focus on agile methodologies and actionable insights.

Skills

Product Management: Product Strategy · Market Research · Customer Insights · OKR Definition · A/B Testing · Agile · Scrum · Kanban · JIRA · Prototyping · Wireframing · Stakeholder Collaboration

Technical: SQL · Python · Google Analytics · UI/UX (Figma) · Data Analysis · BI Tools · Git · CI/CD Basics

Experiences

Product Manager (Data-Driven), Asa - Stock brokerage, 5+ million active users Aug 2023 – July 2024

- Directed 30+ developers across 5 teams (Data Analysis, SQL, No-SQL, Monitoring, BI) to deliver data-centric product features.
- Boosted OKR performance by 33% through optimizing BI and database workflows, enhancing data accessibility.
- Cut reporting time by 66% with Eazy BI dashboards, enabling faster, data-informed decisions.
- Streamlined product delivery by automating workflows, reducing manual effort by 20%.

Product Manager (E-commerce), Digikala - Largest e-commerce in MENA, 41+ million active users Sept 2022 – Aug 2023

- Led 15+ developers across finance, payment marketing, and BI teams to integrate product features for a seamless e-commerce experience.
- Conducted market research and customer journey analysis to shape product requirements, ensuring timely feature launches.
- Automated BI reporting workflows, reducing generation time by 30% and improving accuracy for stakeholders.
- Enhanced agile delivery with JIRA refinements, increasing OKR success by 40%.

Product Manager (AI & User Experience), Bitex - Online Crypto Exchange Platform July 2022 – Sept 2022

- Collaborated with cross-functional teams to launch AI-driven product features, improving platform functionality.
- Increased user satisfaction by 30% through detailed customer journey mapping and stakeholder alignment.
- Improved team productivity by 20% with BigPicture in JIRA for clearer project tracking.

Associate Product Manager (UI/UX & Growth), in-House - US-based startup similar to Glassdoor Aug 2021 – July 2022

- Accelerated feature delivery by 30% with a unified design system, enhancing product consistency.
- Boosted user engagement by 25% through wireframing and A/B-tested prototypes focused on user needs.

Co-Founder, Avistopia - EdTech startup June 2019 – Aug 2021

- Spearheaded product strategy and UI/UX design, launching a website that gained 3.5K+ users and \50K+ in revenue.
- Fast-tracked MVP launch by 2 months using Scrum, driving early user adoption.

Education

M. Sc. Shahid Beheshti University, Computer Science Sept 2022 – Sept 2024

B. Sc. University of Tehran, Mathematics Sept 2017 – Feb 2022

Certification

PSM, [Scrum.org](#) · [Product Analytics, Pendo.io](#) · [SQL, Datacamp](#) · [Product Strategy, Product School](#)