



# Aisan Mojahedi

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## Summary

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Over 5 years of product management experience has been gained across fintech, e-commerce, and emerging technologies, with an emphasis on aligning business objectives and user needs through data-informed decisions. Agile and Scrum practices have been applied to streamline delivery and strengthen collaboration, supported by expertise in Jira administration, SQL, and UI/UX design. Roadmaps have been shaped from strategy through execution, balancing analytical rigor with user experience to deliver scalable products. A consistent focus has been placed on measurable outcomes (e.g., 50% cycle-time reduction), constructive teamwork, and high-quality delivery in diverse environments.

## Experiences

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### Asa - Stock brokerage (5M+ active users), Product Manager

2023 – 2024

- Led six Agile teams to ship customer-facing data products (dashboards for 5M+ users), cutting time-to-market  $\approx 20\%$  QoQ through end-to-end planning and delivery.
- Standardized Jira workflows and reporting, delivering a one-time  $\approx 50\%$  reduction in development cycle time and  $\approx \text{AED } 1.6\text{M}$  cost savings; improved OKR attainment via transparent processes.
- Built eazyBI dashboards and Jira automations to streamline ceremonies and cross-team visibility, enhancing sprint predictability and collaboration.
- Owned roadmaps for Database, BI, and Data Analysis teams; aligned features with company objectives and user feedback, achieving 95% on-time releases and  $\approx \text{AED } 6.5\text{M/year}$  revenue impact.
- Launched an internal delivery tool for POs, and PMs to track dependencies and accelerate product delivery.
- Partnered with the education team to create technical lessons, reducing conflicts and sharpening engineering focus.
- Facilitated backlog grooming, planning, and reviews; raised sprint-goal attainment  $\approx 25\%$ .

### Digikala - Largest e-commerce in MENA (41M+ active users), Product Manager

2022 – 2023

- Directed 10 squads (finance, website, marketing, BI) to deliver data products for 41M+ users, stabilizing cash flow and driving 472% growth in credit purchases.
- Automated BI workflows, cutting report generation time  $\approx 30\%$  and saving  $\approx \text{AED } 100\text{K/year}$ .
- Optimized Jira processes and team rituals, lifting OKR outcomes  $\approx 40\%$  and increasing sprint throughput.
- Managed Jira backlogs enabling 182K users to access installment payments; scaled BNPL transactions  $\approx 566\%$ .
- Delivered checkout and gift card; A/B tests lifted checkout conversion  $\approx 2.5\times$  and customer satisfaction to  $\approx 90\%$ .
- Developed the BNPL business model with GoInnovation, supporting scale-up and onboarding 182K customers.

- Shipped personalization features that raised average order value  $\approx 15\%$  and improved retention.
- Boosted local sellers' average monthly sales to  $\approx 72\text{M}$  Toman via campaign design and listing optimization.
- [Digikala Annual Report 2022–2023](#)

#### **in-House - US-based Glassdoor alternative**, Associate Product Manager

2021 – 2022

- Established a unified design system, accelerating development  $\approx 30\%$  and reducing onboarding time  $\approx 25\%$ .
- Raised engagement  $\approx 25\%$  by optimizing flows and prototypes validated via A/B testing.
- Partnered with UX to refine features, securing  $\approx 90\%$  stakeholder approval on design iterations.
- Prioritized backlog items and coordinated feature planning, shortening lead time  $\approx 20\%$ .

#### **Avistopia - EdTech startup**, Co-Founder

2019 – 2021

- Designed and launched the website for 3.5K+ users; generated  $\approx \text{AED } 200\text{K/year}$  through clear IA and responsive UX.
- Released the MVP two months early by applying Scrum, accelerating feedback cycles.
- Standardized UI patterns for EdTech products, reducing iteration cycles  $\approx 25\%$  and improving engineering alignment.
- Validated prototypes with stakeholders through iterative testing, reaching  $\approx 85\%$  user satisfaction.
- Enhanced navigation and accessibility features, increasing retention  $\approx 15\%$  across active learners.
- Led user research that informed key design decisions, raising satisfaction scores  $\approx 20\%$ .

## Skills

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**PM.** Business Model Design · Jira · Atlassian · Mentoring · Negotiating · Agile · Scrum · Strategic Planning · Solution Providing · A/B Testing · Prototyping · Wireframing · Data Analysis · Data-Driven Decision Making · Market Research · Product Roadmapping · User Story Mapping · Customer Journey Optimization · Go-to-Market Strategy · KPI Definition

**Tech.** Git · SQL · Linux · Python · UI/UX · Google Analytics · XP · CI/CD Practices · Blockchain · AI/ML · Data Mining

## Education

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**M. Sc. Shahid Beheshti University**, Computer Science

2022 – 2024

**B. Sc. University of Tehran**, Mathematics

2017 – 2022

## Certification

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**PSPO™**, [Scrum.org](#) · **CSPO®**, [Scrum Alliance](#) · **PSM™**, [Scrum.org](#) · **PSC™**, [Product School](#)

**Product Analytics**, [Pendo.io](#) · **SQL**, [Datacamp](#) · **Python**, [Datacamp](#) · **Tableau**, [Datacamp](#)