

Ashar Rai Mujeeb

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SUMMARY

Successfully transitioned from a legal background, now thriving as an Associate Product Manager. Proven ability to launch new features, drive user growth, and enhance user experience through data-driven decision-making and cross-functional collaboration.

EXPERIENCE

FABITS | PRODUCT MANAGER

Nov 2023 – Present | Bengaluru

- Launched key investment instruments including Mutual Funds, Mutual Fund Baskets, IPO, SGB which improved Assets Under Management by 2x.
- Increased Monthly Active Users by 60% through the implementation of biometric authentication, which significantly reduced drop-off rates and OTP-related failures.
- Enhanced user experience and drove down-funnel conversions and NPS from 4 to 7 by upgrading to a modern design language and optimizing in-app navigation.
- Integrated UPI Autopay - Introduced UPI Autopay for collection of subscription charges of Value Added Services. Improved collection success rate and streamlined administrative workload.
- Integrated Mixpanel and Clevertap on the platform thus improving the ability to make data-driven decisions
- Launched user complaint ticketing system and voluntary freezing system to ensure proper compliance with SEBI and NSE guidelines.
- Improved KYC onboarding metrics by integrating with HyperVerge for KYC process.
- Aided the bandwidth of the engineering team by leveraging strong understanding of technology which improved time taken to fix bugs and develop features.
- Part of founding team - Built both culture and product

NEXTLEAP | PRODUCT MANAGEMENT FELLOW

Feb 2023 – July 2023

- Certified as Top Fellow after successfully completing intensive fellowship
- Invited as guest speaker to orient future batches.
- Worked on multiple case studies

PRACTICING ADVOCATE | CRIMINAL LAW

Jun 2019 – Nov 2023 | New Delhi

- Strategic Thinking: Developed and executed strategic plans to achieve desired outcomes
- Communication: Presented complex information to diverse audiences

CERTIFICATIONS

2025	Specialization	IBM	Generative AI for PMs
2023	Micro-certification	Product School	Mixpanel Product Analytics

EDUCATION

SYMBIOSIS LAW SCHOOL

BA (PSIR)

LLB (CYBER LAW & IPR LAW)

Oct '17 | Pune

AIR FORCE GOLDEN JUBILEE INSTITUTE

April '12 | CBSE | New Delhi

PROJECTS

Developed MVPs for the following:

CREWAI DOCX PROOFREADER

Proofread >400 page docx files using CrewAI Agents

BOLI A fork of Bitchat with experimental file sharing and social features over BLE Mesh

GRANDPA GURU An educative AI tablet for children that dynamically adjusts to child's reading level

SKILLS

TECHNOLOGY

Python, Javascript:

- Can read code
- Learning to write custom classes
- Can vibe code prototypes

DESIGN

Figma:

- Can build wireframes and prototypes
- Learning auto-layout

DATA

MySQL:

- Can write simple queries to extract data
- Learning sub-queries and types of joins.

MORE ABOUT ME

My fitness journey took me from 50 Kgs to 80 Kgs and to deadlifting 2x bodyweight

I can talk about technology all day long