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 Product Managers |
| 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

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