

ASHAR RAI MUJEEB

Product Manager

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PROFESSIONAL EXPERIENCE

FABITS

Bengaluru

Product Manager

Nov 2023-Present

Activation — Enabled entry into the product funnel

- Enabled faster login by integrating biometric authentication and reducing OTP-based failures, improving returning user rate from **28% → 36%** within 30 days.
- Streamlined KYC verification through HyperVerge integration, cutting average onboarding time from 2 days → 3.5 minutes and increasing eligible leads by improving the KYC completion rate **48% → 72%**

Transaction Enablement — Built what users spend on

- Modernized navigation and investment discovery flows, reducing mid-funnel drop-offs by 27% and increasing investment intent rate from **34% → 49%**, enabling more users to initiate their first investment journey.
- Launched Mutual Funds, IPOs, SGBs, and Basket investments, lifting activation-to-invest rate from **14% → 29%** by enabling previously onboarded users to access their preferred investment products.

Retention & Monetization — Made revenue predictable, recurring, scalable

- Introduced UPI Autopay for value added service renewals, increasing renewal repeat rate from **54% → 84%** and eliminating manual payment cycles.
- Enabled lifecycle segmentation and behaviour-based nudges by integrating Mixpanel & Clevertap, improving repeat-investment rate from **21% → 33%** as users received targeted re-engagement at key drop-off moments.

PRACTICING ADVOCATE

Delhi

Criminal Law

Jun 2019 - Nov 2023

- Represented clients in complex litigation matters requiring structured reasoning and rigorous evidence evaluation
- Delivered high-stakes communication across diverse audiences including judges, clients, and investigative bodies

PROJECTS

Rabbithole - Infinite personalized AI Wikipedia with search and discovery.

Foodbuddy - Personalized AI nutrition with accountability partner and social features.

CrewAI PDF Proofreader - Proofread and style large documents quickly and agentically.

FileOps - File operations (r/w) and context orchestration tool for working across AI agents locally.

GG - E-ink learning device for children to enjoy, learn and interact with the world in a healthy and positive manner.

Pirate DJ - Curate and listen to new playlists with a DJ companion.

n8n Automations - Backbone for custom triggers, actions, outputs.

EDUCATION

SYMBIOSIS LAW SCHOOL

Pune

LLB (Cyber Law & Intellectual Property Law)

2012-2017