

Shubhank Rastogi

Digital Product Manager

✉ shubhankrastogi50@gmail.com ☎ 8849667034

🌐 <https://rb.gy/er6kec>

Highly Energetic Product manager with 3 + year of experience in Fintech Space. Collaborated with cross-functional teams to plan, develop, manage and launch products from inception.

Blend technology skills with Agile experience, marketing orientation, and analytical abilities to prioritize and manage multiple projects within a specific timeline.

Education

- Secondary High School 2015
- Narsee Monjee Institute OF Management Studies 2020
 - Bachelors in Electrical engineering (Gold medalist)
 - GPA: 3.49/4
- Narsee Monjee Institute OF Management Studies 2020
 - MBA in Marketing (Gold Medalist)
 - GPA: 3.49/4

Skills

- Agile Methodologies
- Scrum management
- Product lifecycle management
- UI/UX design (Figma)
- Rest API
- Interpersonal Skills
- Collaboration skills
- Time Management
- Problem Solving Skills
- Communication

Experience

- Svamaan Financial (JSW group) | Digital Product Manager July 2023 - Present
 - Led the creation and launch of a user-friendly app for the Microfinance sector, aimed at improving the experience for current customers by enabling self-service options.
 - Collaborated closely with the development team to prioritize tasks, monitor progress, and swiftly address any issues that arose.
 - Managed the payments component, overseeing the integration process with external vendors to guarantee a seamless transaction experience via UPI intent
 - Devised and implemented an improved onboarding procedure, streamlining user registration and account setup, which led to higher rates of customer acquisition and retention.
 - Revamped the loan application process, making it simpler and more efficient by optimizing the Know Your Customer (KYC) journey with Straight Through Processing (STP), Digital KYC, and Manual KYC methods.
 - Developed processes for cross-selling consumer durables and Bill Payment services, aimed at encouraging customers to embrace digital options.

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Experience

5 Paisa Capital | Associate Product Manager

March 2022 - July 2023

- Leading the User Modification, reactivation and account closure functions with Growth vertical at 5 paisa.
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- Achieved overall 80% approval rate by automating process and reduced task completion time by 50%
- Completed 4 new modification process and made live which were earlier completed through offline processes
- Implemented Account aggregator services for fetching customers bank statements which has an acceptance rate of 70%
- Introduced spouse account opening journey which has conversion rate of 25%
- Created 15 wireframe for new and existing processes.

ICICI Bank | Deputy Manager

Nov 2020 - March 2022

- Automate manual back-office Master setup through automation engine which helps in reducing Turn Around Time of master setup from 3 hours to 1.5 hours
- Successfully onboarded more than 50+ lenders(FI's) on FSCM platform
- Complete end to end product management of financial supply chain management product.
- Collaborate cross-functionally with multiple team to deliver new product solutions and enhance the existing portfolio.
- Integrating clients' ERP systems to banks via API thus eliminating manual intervention. This helps bank to save a Minimum of 2 manpower for each clients.