



# Soubia Kulsum

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## PROFILE

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An aspiring Product manager with over 2.5 years' of experience as an Android Developer. A collaborative product and tech enthusiast driven to innovate and enhance user experiences, cracking the case of user pain points to build solutions that make a real business impact.

## PROFESSIONAL EXPERIENCE

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### Android Developer

Awign

11/2022 – 10/2023  
Bangalore, India

- Lead the revamp of onboarding process for the Awign app, intervening it with the implementation of whatsapp login.
- This strategic implementation not only streamlined the user onboarding experience but also resulted in **10% surge** in users completing the onboarding process. Led a teamwork effort and used data insights to **cut dropout rates by 20%**, making users happier and more likely to stick and continue with the app.
- Worked closely with the product team to **incorporate events** throughout the app and spearheaded **AB testing** initiatives, based on user feedback and data analysis.
- Optimized app performance through strategic code improvements, resulting in a **50% reduction in app crashes** and a **30% increase in loading speed**.

### Android Developer

Saveo Healthtech Private Ltd

08/2021 – 11/2022  
Bangalore, India

#### Clinn

- Led the swift development of a feature-rich app with a Firebase chat system, onboarded **30 doctors** within 1 month.
- As a core team member, actively collaborated across departments to make decisions on essential features, while regularly interfacing with doctors to gather valuable feedback for ongoing product improvements.
- Played a key role in crafting a user-centric platform, fostering improved doctor-patient engagement and information exchange.

#### Saveo

- Led a comprehensive restructuring of the cart logic and flow, resulting in a streamlined and more user-friendly shopping experience. This initiative contributed to a **30% increase in completed transactions**.
- Implemented deeplinks integration to optimize user navigation and increase user engagement, resulting in a **15% improvement in user retention**.

## KEY SKILLS

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### PRODUCT SKILLS

Jira | Confluence | Miro | Figma | Clevertap | Mixpanel | Postman | Notion

### TECHNICAL SKILLS

Kotlin | Core Java | Git | Firebase | Databases and APIs | Android Studio IDE | Android | SQL

## EDUCATION

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### Bachelor Of Engineering

Sir M Visveswaraya Institute Of Technology

08/2016 – 07/2020  
Bangalore, India