

Soubia Kulsum

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PROFILE

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

Android Developer

Awign

11/2022 – 10/2023

Bangalore, India

- Owned the strategy and execution of a streamlined onboarding process for the Awign app. Implemented WhatsApp login simplifying signup and boosting user acquisition., resulting in a **10% increase in onboarding completion rates**.
- Led a teamwork effort and used data insights. This data-driven approach **reduced user dropout rates by 20%**, leading to happier and more engaged users.
- Collaborated with the product team to integrate user behavior tracking throughout the app. Led **A/B testing initiatives** based on user feedback and data analysis to optimize user flows, resulting in a **5% increase in conversion rate**.
- Focused on the user experience by optimizing app performance. Through strategic code improvements, achieved a **50% reduction in app crashes** and a **30% increase in loading speed** by focusing on app stability and performance.

Android Developer

Saveo Healthtech Private Ltd

08/2021 – 11/2022

Bangalore, India

Clinn

- Spearheaded the development of a feature-rich app with a Firebase chat system, ensuring a robust platform for doctor-patient communication.
- Onboarded 50 doctors within 3 months**, demonstrating a focus on user acquisition and rapid product iteration.
- Bridged the gap between development and user needs by:
 - Collaborating across departments to prioritize features.
 - Regularly interacting with doctors to gather feedback for continuous improvement.

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 engagement, leading to a **15% user retention improvement**.
- Restructured user data collection by integrating **MoEngage events** throughout the app, resulting in a **10% increase in understanding of user behaviour** and leading to 30% improvement in app performance

KEY SKILLS

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

COURSES

Mastering Product Management cohort by Shravan Tickoo

Rethink Systems

02/2024 – 04/2024

EDUCATION

Bachelor Of Engineering

Sir M Visveswaraya Institute Of Technology

08/2016 – 07/2020

Bangalore, India