

# Soubia Kulsum

## Associate Product Manager

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### PROFILE

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Android Developer with 2 years' experience, transitioning to Product Management. A collaborative tech enthusiast driven to innovate and enhance user experiences, eager to contribute a holistic perspective to dynamic environments.

### PROFESSIONAL EXPERIENCE

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#### Android Developer

Awign

11/2022 – 10/2023

Bangalore, India

- Implemented **data-driven strategies** to enhance the Awign app, including the introduction of WhatsApp login, resulting in a **10% increase** in the number of users onboarded and improved user engagement.
- Led a cross-functional collaboration to revamp the onboarding process, utilizing data-driven insights. Achieved a **20% reduction in dropout rates**.
- 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

User & Market analysis | User Stories | Prioritisation | Feature integration | Long Term Roadmap | Product Lifecycle | Deliver Product Requirements | KPIs | Competitive Landscape

#### TECHNICAL SKILLS

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

#### PRODUCT TOOLS

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

### EDUCATION

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#### Bachelor Of Engineering

Sir M Visveswaraya Institute Of Technology

08/2016 – 07/2020

Bangalore, India

### LANGUAGES

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English

Hindi

Telugu

Kannada