

# 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.

## CASE STUDIES

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### Pocket paisa 🔗

Challenge: 160M+ Indians lack access to credit in the digital economy due to traditional limitations and inadequate UPI integration. This creates a barrier for low-income, rural, and unbanked populations to participate fully in the financial ecosystem.

Solution:

- Did intense market research and designed solutions to expand UPI access for low-income, rural, and unbanked populations in India through credit integration without compromising on simplicity and user experience
- Developed a comprehensive system to empower underserved individuals such as farmers and students by providing instant loans and flexible repayment options.

### SamooH 🔗

Challenge: Penetrate India's under-served Tier-2 & Tier-3 creator market with a community SaaS platform, fostering high user retention and engagement.

Solution :

- Developed localised, mobile-first platform leveraging social media integration for seamless onboarding and content promotion.
- Enhanced monetization opportunities by Implementing features enabling creators to monetize their content directly through community memberships, exclusive content offerings, and facilitating high-intent interactions between creators and fans.
- Implemented gamification, exclusive perks, and tailored content to foster continuous engagement and retention within creator communities.

### Collective wisdom on Instagram 🔗

Challenge : Misinformation poses a significant threat on social media, impacting trust, user experience, and even economic stability.

Solution :

- Conducted an intense market and user research to understand pain points of users because of spread of misinformation and developed a collaborative content curation feature on instagram called "collective wisdom", enabling selected users contribute corrections and context, fostering trust and reducing misinformation.
- Planned a robust and scalable system for real-time contributions, moderation, and future growth.
- Integrated the feature seamlessly into the existing platform interface, providing users with intuitive tools to participate in content curation while safeguarding against the spread of misinformation.

## PROFESSIONAL EXPERIENCE

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### 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**.
- 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.
- Implemented features like adding patients information, personalised content sharing, chat system in the initial release enhancing the doctor-patient engagement and successfully onboarding **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

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### PRODUCT SKILLS

Product Strategy & Roadmapping | Market & User Research | Cross-Functional Collaboration | Product Discovery & Positioning | Stakeholder Management | Agile Product Development | API Testing & Automation | Defining User Stories | Product Requirement Documentation

### PRODUCT TOOLS

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

### TECHNICAL SKILLS

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

## COURSES

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### Mastering Product Management Cohort by Shravan Tickoo

02/2024 – 04/2024

*Rethink Systems*

- It was a rigorous 7-week program focused on developing a product-centric mindset. This included analyzing user needs, developing product roadmaps, driving intense market research, coming up with unique solutions, defining metrics and GTM strategy.
- This experience honed my ability to think critically from a product perspective, while simulating strong collaboration skills within multidisciplinary teams.

## EDUCATION

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### Bachelor Of Engineering

Sir M Visveswaraya Institute Of Technology

08/2016 – 07/2020

Bangalore, India