

RASHI SRIVASTAVA

Product Manager

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SUMMARY

Product Manager with 8+ years in product and fintech, building products from 0→1 and scaling them to millions of users. Grew Botim's fintech transacting users from 3.5% to 8% of MAU in a year, scaled CoLearn to 5M+ MAU and 200K paid subscribers, and built lending and credit-risk products at INDmoney and Ziploan. Tools: Amplitude, MoEngage, Mixpanel, Adjust, Optimizely, Growthbook.

EXPERIENCE

Product Manager · AstraTech (Botim)

Abu Dhabi · 09/2024 – Present

Botim is a UAE-based Calling and Fintech super-app. Leading Chat, Growth & Cross-Sell, and Homepage squads — owning strategy, roadmaps, OKRs, and delivery across all three.

- Grew monthly fintech transacting users from 3.5% → 8% of total monthly active users in one year by building fintech discovery elements — Splash screens, Homepage Recommendations, and in-Call/Chat nudges — alongside cross-promotion flows and foundational campaign infrastructure for Growth.
- Drove ~58k new fintech transacting users attributable to the comms-to-fintech initiatives — personalised experiments to push P2P and International Transfers while extending the fintech services to Split Bill and Gifting.
- Lifted EasyCash lending utilisation by 68% in a quarter by integrating Boost rewards into lending.
- Grew chat messages sent/user/day from 18.5 to 23.8 in six months by improving delivery quality and shipping delight features — voice notes, chat themes, transaction cards, and personalised celebrations — building user stickiness and habit.
- Led Botim's Trust & Safety initiative across Chat and Call — building enforcement systems, report flows, and verified identity indicators from scratch — reducing spam-caller complaints to support by 65%, from 3.7 to 1.3 per day.
- Launched Gold and Silver as redeemable rewards, driving first-time Gold/Silver purchases for 38% of rewarded customers within a month of launch.
- Reduced campaign setup time from 4–5 hours to under 3 minutes by building an in-house Segment Builder and in-app campaign engine — enabling lifecycle experimentation at scale.
- Led the Amplitude rollout across 12 squads, instrumenting Amplitude and MoEngage so every key user action, funnel and growth metric is tracked and actionable.

Lead Product Manager · CoLearn

Abu Dhabi · 05/2021 – 09/2024

CoLearn is an Indonesian EdTech platform offering live classes to grades 4–12 students.

- Grew Tanya, a photo-to-solution homework engine, to 5M+ MAU by using its WhatsApp version as the entry point into the app — ML image matching on a proprietary question bank.
- Grew to 200K paid subscribers (~4% of MAU) by optimising the trial-to-paid funnel — iterative A/B tests that amplified trial subscriptions 5X in 3 months.
- Achieved 90% semester renewal for paid subscribers by raising class attendance from a 58% average to 90%+ for 75% of students, and in-class participation by 12% — instant-gratification rewards and engagement experiments.
- Reduced paid-user onboarding time by 97% and weekly support time by 60% by automating operations — UI/UX overhaul, in-app chatbot, and a classroom tracking system powering a teacher performance index.
- Mentored team members across product and business teams, crafting training programmes to support their upward career growth.

Product Manager · INDmoney

Gurgaon · 11/2020 – 03/2021

INDmoney is an Indian super-money app enabling users to manage all finances in one place.

- Built Loan Against Investments vertical from scratch; A/B-tested campaigns drove 40% surge in acquired leads.

Associate Product Manager · Ziploan

Delhi · 07/2019 – 11/2020

Ziploan provides tailored loan products for MSMEs in India.

- Increased loan applications ~23% via automation of the DSA Payout process, improving agent relations and throughput.
- Built repayments and collections system to reduce missed payments — a loan management system, a collector app for daily planning and case assignment, and early-warning signals using bank and credit bureau data after disbursal.

Business Analyst · Jsimple (Verko)

Noida · 09/2017 – 07/2019

Jsimple launched Verko, a B2B SaaS Insurance & Employee Management tool used by Fortune 500 companies.

- Built automated billing reducing manual effort by 60%.

EDUCATION

B.Tech Information Technology · Amity University, Noida

06/2013 – 07/2017

REFERENCES

Ishita Parbat · Senior Product Management Leader, Grab | Aram Bhusal · Head of Engineering, Consolidate Health

Revenue figures have been intentionally left out.