

# RASHI SRIVASTAVA

## Lead Product Manager

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## Summary

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With ~7 years of experience in Product Management in start up environments, I bring the expertise in building the products from scratch and guiding the same through 0 to 1 journey with a strong user research & experiment driven approach.

## Experience

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CoLearn Abu Dhabi  
Lead Product Manager 09/2023 - Present

CoLearn is an e-learning solution, dedicated to empowering Indonesian students grades 4 to 12 by offering live classes for an enriched learning experience

- Achieved **60% first-month retention** and **80% subsequent monthly retention** for CoLearn's live classes subscription product
- Attained a remarkable **97% reduction in onboarding time** by streamlining & automating the entire end-to-end process & enhancing UI/UX
- **Slashed weekly support time by 60%** via building an in-app chatbot support with strategic implementation of crucial customer support data
- **Increased user attendance to over 90%** for approximately 75% of users, up from 58% by experiment with different instant gratification features
- Mentored promising team members across product & business teams to enable their upward movement by crafting different training programs
- Drove the product roadmap & product strategy for the company while keeping user problems & business goals hand in hand

Senior Product Manager 05/2021 - 08/2023

- Spearheaded growth for CoLearn with an **AI-powered homework help feature** driving brand awareness, attracting **over 5 million active users**
- Amplified trial subscriptions by 5X within the initial three months using a strategic sequence of iterative A/B tests
- **Boosted paid user engagement by 12%** via a bunch of **A/B experiments** in-class and post-class (Tools: Optimizely, Mixpanel & Growthbook)
- Pioneered the development of a system to conduct regular customer interviews and monitor in-class interactions, enabling the establishment of comprehensive engagement metrics, a performance index for teachers and a wholistic understanding of the user problems

INDmoney Gurgaon  
Associate Product Manager 11/2020 - 04/2021

INDmoney is the super money app focused on Indian market which enables it's users to manage all your money at one place

- Developed the Loan Against Investments **product vertical from scratch**
- Designed numerous campaigns based on market analysis, conducting weekly A/B tests that **resulted in a 40% surge in acquired leads**
- Enhanced bank loan approval rates by 7% through the implementation of technology-driven and process-led adjustments

Ziploan Delhi  
Associate Product Manager 07/2019 - 11/2020

Ziploan revolutionizes small business financing by providing tailored loan products and streamlined processes to empower MSMEs

- **Increased application punches by ~23% via automation** of Direct Selling Agents (DSA) Payout process as it helped improve DSA relations
- **Reduced delinquency instances by 4%** by designing an Early Warning Signal system
- Reduced credit approval rate by 3% by building a Credit Deviations & Approval's Risk Assessment model

Jsimple Noida  
Business Analyst 09/2017 - 07/2019

Jsimple created and launched Verko, a B2B SaaS Insurance & Employee Management tool for HR, in partnership with Employee Family Protection Inc. It is used by Fortune 500 companies like Cigna, United Healthcare Group, and Rose and Kiernan.

- **Enhanced quarterly sales by 18%** via the implementation of an insurance recommendation feature
- Automated invoice generation, reducing manual effort by 60%, by developing a billing tool for employers and insurance providers

## Education

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Amity University Noida  
Btech Information Technology 06/2013 - 07/2017

## References

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Sandeep Devram — Chief Product Officer & CoFounder, CoLearn

Aram Bhusal — Head of Engineering, Consolidate Health

Ishita Parbat — Senior Product Management Leader, Grab