

SHAYAN RASHEED

Product Manager | Fintech & Payments

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SUMMARY

Driven Product Manager with 4+ years building API-led, user-centric products across B2C and B2B in diverse sectors. Combines strong analytics and experimentation with hands-on technical fluency and business acumen to ship products that drive measurable improvements in conversion, retention, and revenue.

EXPERIENCE

Product Owner (AI & Automation), Simpaisa

Jul 2025 - Present

- Launched a RAAST Request-to-Pay flow that auto-detects the user's bank from their IBAN and serves a bank-specific, in-page payment tutorial with a one-tap deep link into their banking app, removing journey confusion across fragmented bank flows and lifting success rate **33.7%** in a pilot merchant rollout.
- Led a research-driven card-payments overhaul that redesigned auth/retry/error flows, introduced tokenization with zero-dollar authorization, and led PCI DSS certification to completion, onboarding flagship merchants Yango and Temu which unlocked **\$251K +** in monthly payment volume at a **71%** first-attempt success rate.
- Built and shipped a production-identical mock of Simpaisa's bKash tokenization API single-handedly to hit Spotify's hard launch date, enabling parallel builds across engineering and the merchant; the integration launched on time and has since processed **260K+ transactions** (~\$465K in billing volume) at a **75%** first-attempt success rate.
- Re-architected Bangladesh collections into a unified, parameter-driven Direct Pay API, cutting checkout drop-off **60%**, lifting merchant success rate 30%, and adding \$100K/month in collected volume.
- Automated daily Statement-of-Accounts reconciliation with a self-serve portal that ingests operator and internal files and returns a reconciled report in under a minute, eliminating manual Excel work and improving operational efficiency **~7x**.
- Built a Python pipeline profiling 6-month operator success/error rates and auto-alerting Ops, Risk & Merchants on threshold breaches using DataDog, cutting payment-failure detection time from 1.5 hours to under **1 minute**.

Product Specialist, Amadeus

Dec 2023 - Jul 2025

- Co-built PremierPay, an agency-financing product disbursing directly to BSP accounts and managed a **\$1.7M** portfolio across 100+ travel agencies, driving client retention and NPS gains.
- Owned the Amadeus Online Suite for Pakistan end-to-end (PRDs, roadmap, user research, and adoption tracking), growing feature adoption **40%** over four quarters.
- Conceived and launched "Sphere," a booking-based loyalty and gamification program on the Amadeus GDS, increasing repeat booking activity **21%**.

Product Owner (Fintech & Payments), Sastaticket.pk

Jan 2023 - Dec 2023

- Ran 8 payment A/B tests and shipped 4 winners, lifting payment conversion **16%** and cutting payment-page drop-off 22%.
- Diagnosed and fixed the root cause of transactions stuck in "pending" on the Cybersource gateway, increasing successful transactions **10%**.
- Analyzed merchant fee structures and ran an A/B test to optimize pricing with no conversion impact, saving **PKR 2M/month**.
- Built a 3-tier e-learning MVP for 1Bill with multimedia payment tutorials to cut payment confusion and drop-off; the tutorials have since drawn **215k+** YouTube views over two years and drove a surge to \$500k monthly volume.

Commercial Associate (Founding Member), Tabiyat.pk

Jun 2021 - Jun 2022

- As category manager (Milk, ~50% of GMV), B2B GMV grew **900%** by expanding assortment from 1,500 to 5,500+ SKUs

EDUCATION & CERTIFICATIONS

BSc, Institute of Business Administration (IBA), Karachi

2018 - 2022

Karachi Grammar School, O & A Levels

2014 - 2018

Certifications: Real World & Digital Product Management, Google Data Analytics (Coursera).

SKILLS

Product Strategy · LLMs · PRDs · User Research · A/B Testing & Experimentation · Product Analytics (Amplitude, Google Analytics, Clarity) · SQL · Agile/Scrum · Jira · Confluence · Claude Code · Antigravity