RAJ SAVLA

Indian Institute of Technology (IIT) Bombay
Bachelor of Technology, Chemical Engineering | 2017 – 2021

+91 99300 72780
rajsavla.iitb@gmail.com
linkedin.com/in/rajsavla/

Executive Summary

Growth-focused Product Manager solving complex problems through first-principles thinking and rapid execution. Delivered 30-50% metric improvements at Jupiter/Axis Bank. Explored entrepreneurship by building and monetizing AI automation products as founder, combining strategic growth expertise with technical building capability.

Professional Experience

Jupiter Money | Bengaluru, India   [Sep 2022 — Aug 2025]
Led central product-growth strategy & execution for Savings Account, Credit Cards, Loans, Investments & Payments
3.5M+ users | 1.2M MTU | 30% Cross-sell rate of Value-Added Products like Investment & Loans | Rated 4.4 on Play store

Product Manager
- Spearheaded Home page redesign to drive 10% higher cross-sell and 20% better MoM user retention
- Increased ARR by 10% and monthly balances by 30%, by scaling premium user segments
- Reduced CAC recovery by 75% to 1 year, improved first 3 months ARPU by 36%, M0 activation by 30%, M3 retention by 50%
- Led RFM-based ULM model to allocate rewards by behavioural propensity, reducing monthly reward burn by 50%

Associate Product Manager
- Enhanced offer recall in payment flow which led to 30% conversion rate improvement and increased user delight
- Ideated A/B experiments on rewards leading to 50% reduction in Cost per new user and 80% MTU growth
- Introduced gamified spend campaigns to boost engagement leading to 15% increase in power users
- Developed in-house models linking ARPU & retention to product cross-sell for strategic planning

Supernova AI Spoken English | Product Growth Consultant | Bengaluru, India   [Jul 2025 — Aug 2025]
Worked with the founder & CEO to determine pain points and implement solutions
- Increased trial activation by 20%, through trial page redesign via A/B experiments & competitor analysis
- Enhanced subscription retention by 10%, through error pattern analysis and AI prompt optimization for a core feature

Axis Bank Ltd. | Product Manager, Digital Payments | Mumbai, India   [Aug 2021 — Sep 2022]
UPI, Net Banking & IMPS - Managing key aspects of Customer Experience (CX), Merchant Experience (MX), IPO & Autopay
- Increased UPI CSAT by 9pp in 7 months by focusing on user onboarding, transaction & service journeys
- Revamped fund settlement process of Net Banking merchants with INR ~5M monthly savings
- Streamlined IPO process as Sponsor Bank, leading to 30+ IPOs bagged worth INR 3.5B+ including the likes of Paytm & LIC

Entrepreneurship & AI Projects

Jinn AI | Founder & Solopreneur   [Oct 2025 — Nov 2025]
AI-powered lead management system for SMEs. Automated business card details capturing & organization
- Generated INR 50K profit and eliminated 90% of manual effort for SMEs through MVP in 1 week
- Operated as one-person company, solved pain points and delivered quick-to-deploy automations via n8n & Telegram

Product Video Generation Workflow | Personal Project   [Nov 2025]
- Built an automated n8n workflow, generating 360° product videos from product images using Firecrawl & Gemini Veo 3.1
- Tailored for e-commerce use case to boost cart conversion by automating product marketing content

App Review Intelligence Agent | Personal Project   [Aug 2025]
- Built a competitor analysis tool, scraping App Store & Play Store reviews. Used Phantom scraper & Google Gemini to do so
- Completely automated weekly sentiment analysis to deliver actionable insights for leadership & product teams

Skills

Tech Skills: Amplitude, Mixpanel, SQL, Metabase, Clevertap, Figma, JIRA, Power BI, Excel, n8n, Gemini API, Python, Cursor, Telegram Bots, Firecrawl, Airtable, GPT, Lovable, Claude Code

Soft Skills: Product strategy & planning, cross-team collaboration, problem solving, user lifecycle management, segmentation & personalisation, growth framework, hypothesis validation, workflow automation, prompt engineering, API integration, 0-to-1 product building, go-to-market strategy, pricing & monetization