

Hamidreza Mojtabavi | Product Manager

An experienced product manager with 4+ years of demonstrated work in e-commerce, accommodation, insurance and entertainment industries, and a passion for building products that are loved and relied on by users. I'm known for having an effective mixture of technical and business understanding. I constantly go back and forth between being a visionary thinker and an operational executive — lately shipping AI products end-to-end.

Experience

Independent Product Builder | Self-Directed

Zero-to-One AI Products — Portfolio: hmojtabavi.dev | 2025 - Present

- Designed, built and shipped five AI products end-to-end in 2026 — Sefaresh-Yar, Subgen, Verdict, Memeyaab and CityVibes — owning product strategy, UX, development, deployment and go-to-market.
- Took Sefaresh-Yar, a Persian-speaking AI agent that answers SMS and voice calls 24/7 and turns conversations into structured orders, from zero to a live product used daily by real, active vendors.

Senior Product Manager | Snappfood

Online Food Delivery Player, Leading Iran's Market with +10M Monthly Orders | Jul 2024 - Dec 2024

- Spearheaded the launch and iterative improvement of the new basket recommender, resulting in a 4% increase in AOV and a 7% increase in average basket size.
- Led the specification and execution of various product initiatives—including OmidPay integration, 1-Click Payment, and fraud prevention—meeting stakeholders' demands within tight deadlines.

Product Lead | Fidibo

Iran's Largest E-Book and Audiobook Retailer | Jan 2024 - Jun 2024

- Spearheaded top-line revenue forecasting across multiple business lines by integrating market trends, competitive position and growth assumptions — enhancing budget accuracy and grounding Marketing initiatives and Business OKRs.
- Crafted a new product vision and strategy, enabling product teams to effectively resolve prioritization and pricing decisions.
- Engineered a strategic initiative to re-engage churned customers through the issuance of temporary gift credits, recapturing 1,500+ customers.

Product Manager | Fidibo

Iran's Largest E-Book and Audiobook Retailer | Apr 2023 - Dec 2023

- Identified the opportunity and drove the development of the "Autologin Feature," boosting the Digi+ segment's conversion rate from 1.5% to 7% — lifting the company's overall monthly net revenue by 10%.
- Led the development and launch of the "Onboarding Feature," which increased daily book ratings by eightfold, enhancing our SEO performance.
- Introduced the "Dynamic Components" feature, combining user segmentation and editorial recommendations to personalize experiences and increase session conversion rates by 6%.

Product Manager | Jabama

Leading Travel Accommodation Platform for Iranian Travelers | Jul 2022 - Oct 2022

- Optimized product listing page dynamics, realizing an average 40% conversion rate spike in Jabama strategic markets.
- Discovered and led Honeymoon, an internal product letting commercial teams make editorial changes to product listing page (PLP) sorting — increasing sales while de-risking supply expansion.
- Rebuilt the data-gathering infrastructure and evangelized Heap Analytics as the company-wide source of truth through workshops and hands-on problem-solving.

Associate Product Manager | Basalam

Leading social marketplace with +3M monthly active users | Aug 2021 - Jun 2022

- Achieved a 95% improvement in the weekly ratio of submitted reviews per purchased items.
- Shifted the team's focus from mere feature development to holistic problem-solving — establishing continuous discovery and no-code experimentation for cost-effective hypothesis validation.

Product Owner | Karestan

Insurance SaaS Provider for Award-Winning Insurers (Day, Parsian) | Aug 2020 - Apr 2021

- Served as the company's inaugural PO — led the transition to Agile, facilitated Scrum ceremonies and gathered product requirements with our B2B partners.

Contacts

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Education

University of Tehran - College of Farabi
MBA - Strategy (2021-2023)

Amirkabir University of Technology
B.Sc. Industrial Engineering (2016-2021)

Skills & Tools

Strategy:

Diagnosis | Porter, SPACE

Formulation | SWOT, DHM Model

Implementation | Cross-Functional Structure, Budgeting, North-Star Metric Framework

Control | OKR

Product Analysis:

Transactional Data | SQL

Behavioral Data | Heap, Mixpanel, GA4, Clarity

Technical Data | Sentry, Graylog

Data Analysis | R, Microsoft Excel

Data Visualization | Metabase, Shiny Apps

Product Discovery:

Structure | Opportunity Solution Tree, BJ Fogg

Problem Discovery | Continuous Interview, Funnel Analysis

Problem Validation | Surveys

Solution Discovery | Benchmarking, User Story Mapping

Solution Validation | MVP, Prototype, Proof-of-Concepts

Product Delivery:

Road Mapping | Outcome-Based Opportunity Roadmaps

Scrum & Dual-Track Agile | Jira, Azure DevOps

Result Tracking | A/B Testing + Predefined Success Metrics

AI Product Development:

Building | Generative AI, Conversational & Voice Agents, Prompt Engineering, Semantic Search

Stack | React, TypeScript, Node.js, Python, Gemini, PostHog, Railway