

AMMAARAH KHAN

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SUMMARY

Product leader with 9 years of experience building habit-forming consumer experiences across fintech and web3. Proven track record of shipping 0-to-1 products, scaling product orgs, and driving engagement and retention in mobile-first environments. Passionate about creating intuitive experiences that deliver measurable impact and empower users.

EXPERIENCE

*Fold, **Lead/Senior Product Manager***

Jun 2023 - Present

- First product hire, built the product function from the ground up, transforming it from a nonexistent function to a fully-operational team of 3 with defined processes and strategy, serving as the product lead.
- Led launches of key bitcoin exchange features like bitcoin round-ups, recurring buys, and direct-to-bitcoin buys driving a 10x increase in Bitcoin buy volume.
- Launched the Authorized User program, enabling primary account holders to share accounts with up to 3 users, driving significant growth in card usage and crossing a million in authorized user spending volume within the first six months
- Built and prioritized product roadmap, efficiently allocating engineering resources for maximum ROI.
- Partnered cross-functionally with design, marketing, compliance, and support to ensure smooth execution.
- Contributed to company's successful public listing by ensuring product clarity and alignment with key business milestones.

*Notables.co, **Lead/Senior Product Manager***

Oct 2021 - Jun 2023

- Sole product lead for NFT platform Notables.co and its white-labeled platform Quandefi.
- Managed UX flows, drop execution, and partner expectations across high-profile launches (e.g., Shaq Gives Back, Outback Bloomin' Buds).
- Collaborated with design agencies and external clients to deliver custom marketplace features.

*JPMorgan Chase & Co., **Product Manager, Associate***

Feb 2019 - Oct 2021

- Led the development of Chase First Banking, a new financial product for children.
- Defined flows, managed internal communications across marketing, design, legal, and engineering.
- Served as product lead for decommissioning JPMorgan's Finn digital bank and transitioning users to new platforms.

*Andersen Corporation, **Divisional Supply Chain Analyst***

Sep 2017 - Jan 2019

- Built dashboards and surfaced insights for production capacity and product trend analysis.
- Identified operational inefficiencies and proposed actionable improvements.

*Goldman Sachs & Co., **Business Analyst / Project Manager***

May 2016 - Aug 2017

- Supported the launch of Marcus, Goldman Sachs' personal lending platform.
- Coordinated over 100 pre-launch product tests and managed post-launch war room.
- Managed a large client migration initiative that enabled \$40MM in firm-wide savings.

EDUCATION

Rutgers University — Rutgers Business School - New Brunswick

*Bachelor of Science • **Supply Chain Management***

Rutgers University — School of Communication & Information

*Bachelor of Arts • **Information Technology & Informatics***

Rutgers University — School of Arts & Sciences

Minor in History

SKILLS

Product strategy • Consumer mobile • Roadmap strategy • User stories and flows • Cross-functional leadership •

Agile development • JIRA • Figma • A/B testing familiarity • Strong communication and stakeholder alignment