

ASHWIN



Helsinki, Finland
ashwin@fabricbd.com
[linkedin.com/in/ashwinrajan](https://www.linkedin.com/in/ashwinrajan)

RAJAN

AI PRODUCT & TRANSFORMATION LEADER

ashwinrajan.com

Founder-mode product leader with a psychology edge. Product management and growth core, with AI-led engineering skills to build and ship full-stack products. Progressed from large-scale enterprise and public-sector product/service transformation into hands-on product development in early-stage and startup environments — working with global brands, governments, and growth teams across multiple markets. Led teams through high-growth phases (including 100%+ YoY trajectories), shipped experiment loops, and built AI product capabilities. Thrive in ambiguity and complexity — turning unstructured problems into measurable product strategy, design, and execution.

Work experience

2025–present *SOLO FOUNDER — PRODUCT, DESIGN, DATA, ENGINEERING, HABITLY*

Built and shipped a full-stack MVP for gyms that turns attendance data into behavioral insights, segments, and coaching actions. Delivered an end-to-end system: CSV ingestion → behavioral engine + daily snapshots → trends → Pyramid/Quadrant views → Rescue/Winback worklists. Now building the AI-agent customer-coach communication module. Used AI as a build multiplier to prototype, implement, and iterate fast with real customers. Currently piloting with multiple gyms.

2022 – 2024 *PRODUCT MANAGER, JOBILLA*

Led teams to address retention and customer-success gaps. Sharpened ICPs, rebuilt the product North Star, introduced behaviorally-informed nudges, shipped the company's first AI feature, and launched early PLG initiatives — supporting 100%+ annual revenue growth across 2022–2024, improved PLG motions, and stronger retention.

Education

2008 – 2009 *Interaction Design Program*
Copenhagen Institute of Interaction Design, Copenhagen

1996 – 1999 *Bachelor of Psychology, Sociology, Marketing*
Osmania University, Hyderabad, India

Skills

PRODUCT & GROWTH Product strategy, Retention & PLG, 0 → 1 product, Experimentation, Product-led GTM

BEHAVIOR & RESEARCH Behavior design, Behavioral science, User research, Service design, Information architecture

AI & BUILD AI-assisted full-stack build, AI product features, Prompt & AI agent design, Rapid prototyping

LEADERSHIP Workshop facilitation, Advisory, Cross-functional leadership, Founder operations

2012–present

**FOUNDER, HEAD OF BEHAVIOR DESIGN,
FABRIC**

Founded and continue to run this behavior design studio, now for over a decade. Helped teams across enterprise, public-sector, and startup environments (including Oracle, Microsoft, and Visit Finland) embed psychology and behavioral science in their products and offerings. Support revenue-ops engagements by blending product-led GTM into delivery — helping growth teams operationalise strategy through clearer workflows, instrumentation, and execution support.

Brands

Microsoft · PayPal · Sony Ericsson · Ericsson · Telia · Nokia · Nokia Siemens Networks · Oracle · Dr. Reddy's · Volvo · Porsche · VTB24 · LEGO · Novo Nordisk · Intel · SOK Group · Turkcell · Garanti · Verizon · Visit Finland · Icelandic Tourist Board · Visit Greenland · The EU · City of Helsinki · City of Copenhagen · Elisa · JCB · Edison Energy · CAT Logistics

2007 – 2020

**SENIOR ANALYST → STRATEGIC &
INTERACTION DESIGNER, DELOITTE /
ACCENTURE SONG (FJORD)**

Delivered research-led interaction and service design in consulting environments — moving from structured analysis (Deloitte) into strategic and interaction design delivery (Fjord). Led workshops, turned messy stakeholder inputs into clear flows and prototypes, and shipped design specs teams could actually build against, across international teams and contexts.