

RAMI O. ABULABAN

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SUMMARY

Customer-obsessed Senior Product Manager with an engineering background and a track record of building zero-to-one products and scaling consumer platforms. At American Express, delivered products serving 6M+ customers and generating \$6B+ in payment volume. Independently built and launched two consumer products from concept to market, including a GenAI web product and a native iOS app. Skilled in product strategy, roadmap ownership, customer research, and cross-functional leadership.

EXPERIENCE

American Express

New York, NY

Senior Product Manager

November 2025 – Present

- Promoted to Senior Product Manager within Amex's Innovation Lab to lead the vision, strategy, and execution for American Express's flagship P2P fintech product, Send & Split, managing \$6B+ in annual volume and enabling 6M+ cardmembers to send money or split purchases via Venmo or PayPal directly within the Amex App
- Boosted overall conversion rate by 20% for newly acquired cardmembers by re-engineering the enrollment and account-linking flows, significantly reducing friction in the initial user onboarding experience
- Mentored 2 junior Product Managers, guiding them in roadmap ownership, experiment design, and stakeholder communication while shaping product direction across multiple pods

Product Manager

March 2024 – Oct 2025

- Designed, built and shipped a scalable and intuitive dispute handling platform that improved customer resolution time and transparency, reducing friction across 3M+ cardmembers and driving \$4M in annual savings
- Achieved 50% YoY growth in transaction volume and user activation by conducting comprehensive market research to uncover customer pain points and execute data-informed campaign strategies
- Cut product incidents 45% by leading a scrum team of 8 engineers to deliver a new API architecture, strengthening reliability, scalability, and customer experience

Associate Product Manager II

February 2022 – March 2024

- Spearheaded the delivery of 7 high-quality functional capabilities for Amex's @Work core program management platform, managing the full product backlog and prioritizing stories for a cross-functional agile team
- Built strong relationships and led product execution plans with partner teams across Engineering, UX, Strategy, Marketing, and Servicing, increasing user visits by 21% and revenue by 31% in the first year
- Developed the go-to-market strategy for @Work in alignment with Marketing, Servicing, Experimental, and Sales partners to ensure a robust and efficient launch, resulting in a 40% increase in user activity

Blocks

New York, NY

Co-founder

April 2026 – Present

- Co-founded Blocks, an IOS app for exploring NYC neighborhoods, and used agentic development tools including Replit, Claude Code, and Claude Design to take the product from concept to App Store in 3 months
- Designed the product's progression, social and discovery features, including block tracking, friend leaderboards, activity feeds, and personalized recommendations across 50,000+ venues
- Achieved a 52% beta activation rate by prioritizing the roadmap against continuous user feedback and owning growth end to end, from the marketing site and acquisition campaign through lifecycle push and email messaging

Booklit.ai

New York, NY

Co-founder

January 2023 – December 2024

- Co-founded company that specializes in AI-generated summaries of any user-provided PDF to empower students and employees to effectively manage their time by simplifying their readings
- Managed the end-to-end product development lifecycle for the entire suite of Booklit features, including ideation, development, design, and launch, resulting in 30,000+ active users and a 4.25% paid user conversion rate in less than 120 days
- Architected a high-margin product infrastructure by integrating GPT-3.5 Turbo and Google Cloud OCR to automate the synthesis of unstructured data, achieving 80%+ gross profit margins by minimizing manual processing and compute overhead
- Led growth experiments including referral loops, onboarding funnel optimization, and usability testing—boosting NPS by 60%, and increasing completion rates by 25%.

General Motors

Detroit, MI

Electrical Hardware Engineer

July 2021 – February 2022

- Developed and shipped 2 global automation tools in VBA, Python, and SQL delivering timing data on 400+ vehicle programs to Engineering Group Leaders across 3 countries, saving an estimated 400 engineering hours per year

EDUCATION

University of California, Santa Barbara

Goleta, CA

Bachelor of Science, Major in Electrical Engineering

September 2018 – June 2021

- Overall GPA: 3.84/4.00. Honors/Awards: Cum Laude, College of Engineering Dean's List (Fall 2018 - Spring 2021), ESTEEM Scholar

LEADERSHIP & VOLUNTEER EXPERIENCE

BrainStation

New York, NY

Lead Product Management Instructor

October 2025 – Present

- Mentored and instructed 6 aspiring Product Managers, delivering a comprehensive 8-week education curriculum covering the end-to-end product lifecycle, including market research, UX design, and high-fidelity prototyping

SKILLS & INTERESTS

Product Strategy & Growth: End-to-End Product Development, Growth Strategy & Experimentation, Go-To-Market (GTM) Strategy, A/B Testing & Optimization, Customer & Market Research, Agentic Product Development (Claude Code / Replit / agentic workflows)

Technical Product Management: Full-Stack Mobile Development (React Native, Expo, TypeScript), RESTful API Architecture, Backend & Frontend System Design, SQL, Python, Splunk, Supabase / PostgreSQL, Data Pipeline Engineering

Product Analytics & Design: Adobe Analytics, Tableau, PostHog, Amplitude, Figma (Prototyping), and Data-Informed Campaign Strategies

Leadership & Agile Operations: Mentorship & People Management, Stakeholder Management, Cross-functional Leadership, JIRA, Agile/Scrum