

Nima Yasrebi

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PROFESSIONAL SUMMARY

Technical product leader with experience since 2015 spanning enterprise workflow products, zero-to-one commercialization and AI-assisted software delivery. Delivered measurable operational improvements at Capital One and commercialized a patented XR platform internationally. Combines customer discovery, roadmap ownership and cross-functional execution with multidisciplinary team leadership. Engineering background includes master's research in AR, VR and XR with Professor Steve Mann at the University of Toronto.

SUMMARY OF QUALIFICATIONS

- Product strategy and commercialization: Connects customer discovery, roadmap decisions, MVP scope and pricing with launch execution; commercialized an XR platform with tour operators across four countries.
 - Growth and team leadership: Improved adoption, activation and engagement through onboarding and product changes; led more than 30 multidisciplinary professionals and mentored product managers.
 - Enterprise delivery and operational impact: Delivered \$2.5M in annual savings at Capital One through workflow redesign and automation; aligned Engineering, Operations, Legal and Compliance on requirements, risk decisions and rollout.
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RELEVANT EXPERIENCE

Founder & Product Lead - Growth & Scale | ARnocular | Nov 2023 - Present

Lead product growth, AI-assisted delivery and launch operations for an XR tour platform serving tour operators and riders.

- Increased product adoption from 20% at launch to 75%, activation from 25% to 70%, and average engagement from 3 to 20 minutes through onboarding, feature, and rollout improvements.
- Designed an AI-assisted software delivery workflow connecting product planning, architecture, development, QA and release acceptance across Unity mobile apps, websites and analytics.
- Established Jira and Confluence workflows for requirements, dependencies, estimation and reusable runbooks, defining ownership and approval gates.
- Automated Android and iOS build, deployment-to-device and evidence-collection steps, maintaining traceable artifacts and human-controlled release decisions.
- Developed telemetry validation and dashboard workflows to distinguish production usage from test activity and identify missing data.
- Used AI-enabled workflows to reduce new-market launch costs to under \$300, improving scalability and reducing manual support effort.
- Built product measurement frameworks for customer satisfaction, channel attribution, usage trends and customer ROI to inform growth and rollout decisions.
- Redesigned marker-scanning instructions, activation prompts, in-app education and feedback capture to reduce setup friction and improve rider activation.

Principal Product Manager, Fraud Filing & Case Management | Capital One | Sep 2021 - Oct 2023

Regulated fraud and case-management products used by frontline agents and back-office teams to support cardholders and resolve cases.

- Delivered \$2.5M in annual savings by redesigning regulated workflows, automating manual steps, and increasing leverage from frontline operations.
- Reduced fraud filing errors and case write-offs by 80%, and customer call duration by 30%, through workflow simplification and real-time visibility.

RELEVANT EXPERIENCE CONTINUED

Principal Product Manager, Fraud Filing & Case Management | Capital One (continued)

- Owned roadmap and delivery for regulated fraud filing, case-management, and authentication products across frontline, back-office, and case-resolution teams.
- Prioritized competing needs across three process-owner groups against business objectives, engineering capacity, risk controls, and quarterly OKRs.
- Designed and rolled out real-time government-ID authentication, reducing compliance-related customer complaints by 40%.
- Translated conversations with cardholders affected by fraud into product requirements grounded in customer outcomes and trust drivers.
- Aligned Legal, Compliance, Operations, Engineering, and senior leadership on requirements, risk decisions, and enterprise rollout.
- Built real-time monitoring dashboards for the Omnius case-management platform, improving anomaly detection, incident response, and platform reliability.

Management Consultant | Enscon Renovations | Nov 2023 - Present

Advise a renovation business on growth strategy, operating performance, project economics and investor readiness.

- Developed a business strategy linking three standardized finishing packages with early buyer selection, construction budgeting and property sales planning.
- Led evaluation of nine development scenarios for a Toronto residential project, comparing construction costs, finishing levels, selling prices and potential returns.
- Coordinated preliminary market appraisal, construction estimating and research into condominium registration and Tarion requirements to support stakeholder decisions.
- Prepared stakeholder presentations, risk-mitigation plans and a structured project handoff defining roles, evidence sources and next steps.
- Implemented quarterly OKRs and advised leadership on growth strategy, operating plans, prioritization, and initiative sequencing.
- Developed performance tracking for project cost, time, and budget adherence to improve operating visibility and execution decisions.

Founder & Product Lead - Founding & Commercialization | ARnocular | Nov 2015 - Aug 2021

Patented immersive tour platform connecting XR guest experiences with tour operators' commercial and operational needs.

- Founded and led product strategy for a patented XR tour platform, owning discovery, roadmap, MVP scope, pricing and commercialization from concept to launch.
- Led customer discovery with operators and riders to shape pilot design, feature priorities, buyer education, and commercialization plans.
- Drove early customer acquisition and partnerships, establishing market presence and validating demand with major tour operators.
- Commercialized a patented XR platform with tour operators in Seattle, Prague, Frankfurt, Berlin, and other markets.
- Led a multidisciplinary team of more than 30 professionals across product, development, design, finance, and business development.
- Created operator-specific sales enablement, pilot packages and multilingual launch materials to support adoption by international tour operators.
- Explained XR differentiation, multilingual guest experiences and pilot ROI to help operators evaluate the platform's commercial value.

SKILLS

Product Management

Product strategy, customer discovery, roadmap ownership, MVP definition, prioritization, pricing, commercialization, onboarding, activation, success metrics, XR products

Data & Technical

AI-assisted software delivery, Unity mobile workflows, Jira, Confluence, build and device-deployment automation, telemetry validation, monitoring dashboards, usage analytics, KPI and OKR development

Leadership

Engineering partnership, Compliance and Operations alignment, executive communication, multidisciplinary team leadership, product-manager mentoring

EDUCATION

Master of Applied Science, Electrical & Computer Engineering | University of Toronto

Graduate research in AR, VR and XR with Professor Steve Mann.

Bachelor of Applied Science, Electrical & Computer Engineering (Honors) | University of Toronto

ADDITIONAL CAPABILITIES

- Patent holder in XR innovation; DMZ-backed founder experience.

ADDITIONAL EXPERIENCE AND SELECTED PROJECTS

Business Strategy, Financing & Marketing

Enskon Renovations | Management Consultant | Nov 2023 - Present

- Conducted a comprehensive SWOT analysis to assess company strengths, weaknesses, opportunities and threats, informing growth direction, competitive positioning and business planning.
- Automated project cost estimation to accelerate feasibility assessment and support faster decisions on prospective projects and business opportunities.
- Created a new website and sales deck, translating engineering expertise, budget adherence, schedule discipline, transparency and cost-estimation accuracy into clearer customer-facing positioning.
- Designed an expansion-financing strategy combining loans and private investment; prepared investor-readiness narratives covering market opportunity, competitive positioning, financing structure and portfolio risk.

Mobile Releases & Field Operations

ARNocular | Selected work across founding and growth phases

- Coordinated Android and iOS release operations, including app-store setup, city-specific listings, QA, release notes and operator readiness, connecting digital releases with on-the-ground launch needs.
- Built repeatable city-launch operations spanning route content, operator onboarding, physical QR deployment and marketing collateral, bringing together the operational components required for a live tour experience.
- Supported live operator rollouts through launch communications, issue tracking and post-launch feedback, linking field observations with product and release priorities.

Commercial Development

ARNocular | Founder-led sales and market development

- Represented ARNocular at international exhibitions to engage prospective customers, test messaging and understand buyer needs through direct conversations with potential clients.