

MUHAMAD IHSAN SHAHRIR

Product Manager | AI & Data-Driven Products
Kuala Lumpur, Malaysia · UTC+8 · Open to remote

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PROFESSIONAL SUMMARY

Product Manager who ships AI products end to end, from PRD and prototype through production-data analysis and launch. 4+ years in EdTech SaaS, currently leading the AI roadmap for a platform serving 2M+ students and 110,000 registered teachers across 10,000+ Malaysian schools. Comfortable in the codebase and the SQL, not just the spec doc.

SKILLS

AI Product: RAG & context grounding · Prompt engineering · Agentic / multi-tool orchestration · LLM output evaluation & model benchmarking · Multimodal OCR · AI guardrails & content safety
Product Management: PRD & spec writing · Product discovery · Roadmapping & backlog · Go-to-market & launch · Freemium monetisation design
Data & Research: SQL · Metabase · Microsoft Clarity · Funnel & cohort analysis · User interviews & usability testing
Tools: Claude Code · Codex · Antigravity · VS Code · Figma · Supabase · Sequel Ace · n8n
Languages: Bahasa Melayu (Native) · English (Professional)

PROFESSIONAL EXPERIENCE

Pandai Education Sdn. Bhd. · Kuala Lumpur, Malaysia · Remote Feb 2022 – Present
Malaysian EdTech platform: 2M+ students, 110,000 registered teachers, 10,000+ schools.

Product Manager Oct 2025 – Present
Owning the AI roadmap for Pandai Teacher. Leading 3 engineering squads alongside design, QA and data. Reporting to Head of Product and CTO.

- Launched a RAG question generator grounded in a 1M+ curriculum-tagged bank, now the source of 53% of all assessment quizzes; owned distractor-quality sign-off across a 57-case acceptance matrix.
- Shipped an agentic teacher assistant that chains curriculum mapping, lesson planning and web search from one prompt; reached 29% weekly active adoption in two months, with confirmation gates and accuracy-over-quantity rules that made agent output safe to trust.
- Built an AI OCR ingestion pipeline turning scanned and handwritten exam papers into digital question sets with LaTeX maths and auto-generated answer schemes; 45% of active teachers now use it.
- Drove 12% free-to-premium conversion by designing an AI-quota paywall on top of a weighted at-risk student model built from dormant quiz-submission data; hit 47% weekly active use among paying teachers within three months.
- Rebuilt the AI generation suite around 10 new generators after deprecating overlapping tools; lifted weekly recurring usage to 26%, exceeding the 20% target, with 41% of AI-generated assessments exporting directly into Quiz Builder.
- Specced the AI Grader MVP for handwritten Paper 1 (non-essay) scripts across 6 subjects, with partial-credit logic and teacher review of low-confidence marks; pilot hit 93% agreement with human markers, scoped to cut grading from 10+ hours to under 30 minutes per class.
- Secured RM 1,000,000 in national grant funding by contributing the AI teacher-assist product design to the Program Anak Kita (PAK) submission.

Associate Product Manager Sep 2022 – Oct 2025
Owned product delivery for teacher-facing AI tools and core platform UX, working across engineering, design and data. Reported to Head of Product.

- Built and launched 13 generative AI tools for educators on an internal API builder; ran prompt refinement and API workflow optimisation with engineering to hold output quality consistent across every feature.
- Cut tutor support enquiries 30% and lifted tutor satisfaction 25% by shipping the Pandai Tutor Dashboard covering attendance tracking, payment history and leave management.
- Grew monthly active users 75% to 35,000 in 4.5 months by leading a UX revamp of the learning platform grounded in behavioural analysis and data-driven design decisions.
- Shaped the classroom lesson feature from user research into a prioritised backlog; now used across 1,600+ classes, with 41,000+ students completing teacher-assigned lessons.

Product Management Intern Feb 2022 – Aug 2022
Improved tuition operations efficiency 60% through user interviews and process changes born from front-line work. Coordinated 130+ live classes weekly and supported 500+ students daily across Telegram and WhatsApp.

SIDE PROJECT

AfterPayday: Consumer Finance PWA · github.com/ihsanshahrir/afterpayday
Local-first personal finance app answering one question: how much is safe to spend today? Models installment debt, explicit conflict resolution for offline edits, and on-device receipt capture. React 19, Vite, Tailwind CSS v4, Supabase.

EDUCATION & CERTIFICATIONS

- Bachelor of Business Administration (Hons.) Retail Management · Universiti Teknologi MARA (UiTM) Puncak Alam, 2022
- Diploma in Geomatic Science · Universiti Teknologi MARA (UiTM) Arau, 2017
- Product Discovery & Product Launches · Product School, 2024