Aniket Kumar

Associate Product Manager | Top PM Fellow @Next Leap

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OBJECTIVE

Associate Product Manager with 1.5 years' experience in API-integrated, AI-enabled SAAS products. Adept at translating ambiguous problems into measurable outcomes through user research, PRDs, and data-driven decisions. Proven cross-functional collaborator in Agile teams, passionate about building user-centric solutions that drive business KPIs.

EXPERIENCE

EMBETTER TECHNOLOGY　　　　　　　　　　　　　　　　　　　　　　　　New Delhi, New Delhi
Associate Product Manager　　　　　　　　　　　　　　　　　　　　　　　　May 2024- Mar 2025

- **Increased user engagement by 30%** (measured via active sessions in Mixpanel) after launching a multilingual AI healthcare chatbot powered by LLM, which addressed key UX gaps identified through user feedback.
- **Enabled data-driven feature prioritization** by setting up Mixpanel, Google Analytics, and SQL dashboards to **monitor KPIs** and uncover performance gaps, informing roadmap decisions.
- **Validated impact and optimized roadmap** with A/B experiments, using user feedback and business goals to focus on high-value initiatives.
- **Reduced support tickets by 35%** by redesigning user flows and implementing proactive error messaging.
- **Ensured timely, high-quality releases** through Agile sprints and stakeholder alignment.
- **Drove iterative improvements** by monitoring post-launch metrics and user sentiment.

EMBETTER TECHNOLOGY　　　　　　　　　　　　　　　　　　　　　　　　New Delhi, New Delhi
Product Designer Intern　　　　　　　　　　　　　　　　　　　　　　　　Nov 2023- Apr 2024

- **Improved task completion:** Reduced friction for crypto trading users by redesigning flows and collaborating closely with engineering.
- **Designed a B2C affiliate marketing website**, optimizing layout and visuals to boost engagement and conversion.
- **Enhanced dashboard and healthcare features** through product discovery, user testing, and aligning with business needs.
- **Built scalable component systems in Figma** for multiple clients, enabling faster iterations and consistent UI.
- **Created and maintained the company's design system** for efficient, high-quality development.
- **Designed and optimized internal tools** to improve workflow efficiency and usability.

PROJECTS

Sustainable Food Delivery – India's Largest Delivery App (NextLeap Fellowship Project)

- **Boosted eco-feature engagement** by designing eco-toggles, real-time impact metrics, and reward systems after identifying user pain points and sustainability gaps through market research.
- **Ensured solution fit** by defining and mapping user personas and adoption barriers, tailoring features for maximum user impact and alignment with business sustainability goals.
- **Drove end-to-end product thinking** by leading research, ideation, and solution validation, using data-driven decision-making to deliver sector-aligned outcomes.

ScanReceipt – AI-Powered Expense Management (NextLeap Fellowship Project)

- **Reduced manual expense processing** by automating workflows with AI-driven OCR and tagging, following root cause analysis and benchmarking for efficiency.
- **Validated market opportunity** by sizing the Indian expense management market (TAM: $2B+) through guesstimate analysis and industry benchmarking.
- **Accelerated MVP delivery** by prioritizing features and mapping user flows with Impact/Effort frameworks, defining KPIs, and outlining go-to-market and risk mitigation strategies.

Horizon Smartwatch: E-Bike Wearable (PRD & Product Deck)

- **Developed e-bike wearable concept** with GPS, AI health, fall detection, and battery management; authored detailed PRD.
- **Prioritized user needs** by conducting research, gathering feedback, and defining KPIs for real-world cycling safety.
- **Led solo product process:** Managed concept, research, and documentation with iterative feedback cycles.

SKILLS

- **Product**: Roadmaps, PRDs, Feature Definition, A/B Testing, OKRs
- **User Experience (UX):** User Research, Wireframing, Usability Testing
- **Data & Tools**: Mixpanel, GA, SQL, Python, Notion, Jira, Figma, CRM Software
- **Collaboration**: Stakeholder Alignment, Sprint Planning, Documentation

ACHIVEMENTS & ACTIVITIES

- **Winner, PM School Product Challenge (April 2024)** – Achieved 1st place in a **national-level live product management challenge**.
- **Top Fellow, NextLeap PM Fellowship (Jan–Mar 2025)** – Selected as a top performer for outstanding product thinking and execution.
- **Winner, Hackathon at SRM (2022)** – Secured 1st place in a 24-hour college-level hackathon hosted by the DSA team, building innovative tech solutions under intense competition

EDUCATION

SRM Institute Of Science And Technology　　　　　　　　　　　　　　　　　Chennai, Tamil Nadu
Computer Application. 8.5 CGPA　　　　　　　　　　　　　　　　　　　　　　　June 2023
Next Leap
Product Management Fellowship　　　　　　　　　　　　　　　　　January 2025 - March 2025

PERSONAL

Fictional writer Who **reads non-fiction**, Mixes **Stand-Up Vibes** With Product Thinking—**Built My College's OLX** To Simplify Student Deals.