Ayush Kaurav

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PROFILE

Accomplished Associate Product Manager with 1.5+ years of experience in the fintech space, leading the end-to-end delivery of loyalty and rewards products, including the PLEM mobile app and a Shopify merchant app. Leveraged product analytics and user insights to enhance retention and improve overall product adoption. Experienced in translating business goals into clear product requirements, strategic roadmaps, and successful cross-functional execution.

SKILLS

- Product Management: Product discovery, PRDs, roadmapping, backlog prioritization, user journeys

- AI & Automation: Claude, Chatgpt, LLM-based workflows, AI-assisted feature design, process automation

- Tools & Platforms: Figma, Metabase, Power BI, Python, Google Sheets, M.S Excel

- Data & Analytics: SQL (MySQL), dashboards, funnel analysis, reporting

- Delivery & Collaboration: Agile/Scrum, cross-functional collaboration, stakeholder communication

PROFESSIONAL EXPERIENCE

Associate Product Manager   August 2024 – Present

PLEM (Founded by BharatPe CXOs - Next-gen Brand Rewards &
Loyalty Ecosystem) ↗

- Led stakeholder management and cross-functional execution by working closely with designers, QA, and engineering teams to plan, track, and deliver features, ensuring on-time releases across Android and iOS platforms with high quality and minimal post-release issues.
- Designed and deployed an AI automation system to list and update gift cards, reducing turnaround time from several days to hours.
- Automated catalogue management workflows, improving efficiency and enabling faster product iterations.
- Conceptualized and delivered a Loyalty Capture feature powered by LLMs, a key highlight during the company fundraising round.
- Owned end-to-end data integrity across the Order Management System to enhance product reliability and insights accuracy.
- Designed and Collaborated with engineers to build and launch a Loyalty & Rewards app ↗ for merchants in Shopify, expanding merchant engagement.
- Developed data dashboards to track adoption and retention, enabling data-backed product decisions and improving conversion rates by 15%.

CERTIFICATES

- UpGrad Data Science Certification ↗
- Data Science Hackathon ↗

EDUCATION

Bachelor of Engineering - Civil   Bhopal, India
Rajiv Gandhi Proudyogiki Vishwavidyalaya