

Ayush Kaurav

Associate Product Manager



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PROFILE

Associate Product Manager with 1.5+ years of experience in fintech, owning end-to-end delivery of loyalty and rewards products across consumer and merchant platforms. Led mobile (Android/iOS) and Shopify-based products, leveraging product analytics, AI-driven automation, and cross-functional execution to improve retention, adoption, and operational efficiency. Strong in problem discovery, PRDs, roadmap planning, and data-backed decision-making.

PROFESSIONAL EXPERIENCE

Associate Product Manager

August 2024 – Present

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

- Led cross-functional execution with design, QA, and engineering teams to deliver features across Android and iOS, ensuring on-time releases and reducing post-release issues.
- Designed and deployed an AI-driven automation system for gift card listing and updates, reducing turnaround time from several days to a few hours and significantly improving catalog freshness.
- Conceptualized and launched an LLM-powered Loyalty Points Capture feature to improve user engagement, which became a key product highlight during the company's fundraising discussions.
- Owned end-to-end data integrity for the Order Management System, improving reporting accuracy and enabling reliable product and business insights.
- Partnered with engineering to design and launch a Shopify-based Loyalty & Rewards app for merchants, expanding merchant engagement and enabling brands to run dedicated loyalty programs.
- Built product dashboards using SQL and BI tools to track adoption, retention, and funnel metrics, enabling data-backed decisions and improving conversion rates by ~15%.

SKILLS

- Product Management: Product discovery, PRDs, roadmapping, backlog prioritization, user journeys
- AI & Automation: LLM-based workflows, AI-assisted feature design, process automation
- Execution: Agile/Scrum, cross-functional collaboration, stakeholder communication
- Data & Analytics: SQL (MySQL), dashboards, funnel analysis, Metabase, Power BI
- Tools: Figma, Google Sheets, Excel, Python

CERTIFICATES

- UpGrad Data Science Certification

- Data Science Hackathon

EDUCATION

Bachelor of Engineering - Civil
Rajiv Gandhi Proudyogiki Vishwavidyalaya

Bhopal, India