

AKASH YADAV

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With ~5 years of proven experience in product operations, customer experience, and AI-driven product innovation, I specialize in delivering data-backed product strategies, user research led insights, and scalable solutions. Leveraging my background with high-growth startups and an MBA in FinTech, I bring analytical rigour and hands-on product development expertise to drive impactful outcomes in FinTech, AI-led sectors.

PROFESSIONAL EXPERIENCE

ONEPM - (Now SPICECLUB) BANGALORE, KARNATAKA
PRODUCT MANAGER - CONSULTANT 2023-2024

- Conducted market research and competitive benchmarking to develop product development strategy and facilitated product discovery workshops & user interviews to generate insights on actionable product features
- Developed PRDs, BRDs, product prototypes, product roadmaps and wireframes aligning with business goals.
- Prototyped AI-driven content features using Python and machine learning, reducing content generation time by 30%

OYO HOTEL & HOMES | INDIA & SOUTH EAST ASIA GURUGRAM, HARYANA
ASSISTANT MANAGER (CUSTOMER EXCELLENCE & PRODUCT OPERATIONS) 2019-2023

- Achieved ~30% reduction in average refund processing turnaround time for 95th percentile cases along with ~15% reduced user escalations in refund processing & handling through policy and system enhancements
- Achieved ~21% reduction in Check-in state escalations with ~25% less repeat escalations & decrease in user drop-offs by ~15% through ChatBot enhancement projects by conducting user interviews and analyzing data

SELECTED PROJECT EXPERIENCE

- **CHATBOT IMAGE UPLOAD FEATURE IN CHECKED-IN STATE**
Led product feature design by analysing data from ~15–20 lakh monthly active users and conducting user interviews to identify key service gaps. Launched an app and m-web feature enabling image uploads, reducing turnaround time by ~70% on service cases and improving Guest Experience by ~30%, driving higher repeat usage.
- **AGENT NOTIFICATION FEATURE (GEOGRAPHICAL) - (USER TO CONNECT TO AN AGENT)**
Designed and delivered a product-led solution based on analysis of ~7k daily user contacts and user interviews enabled real-time agent notification for dropped sessions and aligned backend for region-specific call centre support reducing user drop-offs by ~23% and repeat contact rates by ~33%.
- **INSTANT REFUNDS VIA OYO RUPEE (OR)**
Drove product innovation, customer experience enhancement and retention, by analysing ~4k daily refund cases and user insights. Conceptualized and implemented an instant refund option via OYO's virtual currency (OYO Rupee & OYO Money), reducing refund-related escalations by ~11% and improving Guest Experience by ~13%.

INDIAN POLITICAL ACTION COMMITTEE (I-PAC) HYDERABAD, TELANGANA
JUNIOR ASSOCIATE / CONSULTANT 2018-2019

- Designed a multi-stakeholder strategy for 17 Lok Sabha constituencies, delivering structured campaign execution and driving JD(U)'s victory in 16 out of 17 seats.
- Conceptualized a Pan-India engagement platform reaching 6 million+ users, applying user insights and content strategy around Mahatma Gandhi's 18-Point Constructive Programme for educating voters around conscious voting choices.
- Strategized organizational restructuring for JD(U)'s student wing, enhancing grassroots engagement and leading to its first-ever union election victory.

EDUCATION

MBA (FinTech Specialisation), University of Southampton **UK 2025**
Dual Degree: B.Tech + M.Tech, Metallurgical Engineering & Materials Science, IIT Bombay **INDIA 2013–2018**

ADDITIONAL INFORMATION

- **Tech Skills:** Python, HTML/CSS/JS, SQL, MS-Office, Wireframing, Project Management, AI Prototyping, PMF, GTM
- **Certifications:** Building a Product Strategy (*by LinkedIn*) - 2023 Project Management Essentials Certified (PMEC) (*by Management & Strategy Institute*) - 2023 , Google Analytics for beginners (*by Google*) - 2022, Fundamentals of Digital Marketing (*by Google*) - 2019