Srinivas Personal Website

Overview

A website of a Product Manager.
This website is going to be a short summary of my professional work and skills I am good at. It will also include my Product thoughts.
It should be a compact and mobile-friendly website, which is not very flashy but looks like a professional website with modern+minimalistic design. It should be SEO-optimised(semantic html structure, fast loading, meta data). It should be a one-stop guide for the recruiters and potential co-founders to know me(career summary and product portfolio).

Owner

Srinivas Naik Bhukya

Target Audience

Recruiters, Peers and Collaborators, Potential Co-founders, Tech Community.

Update History

Last updated in June 2025

Project Metadata

- project_name: "Srinivas Personal Website"
- purpose: "Professional portfolio + thought leadership display"
- audience: ["Recruiters", "Co-founders", "Clients", "Peers"]
- tech_preferences: ["Next.js or Gatsby", "Tailwind CSS or styled-components", "MDX/blog support"]

Goals

Objectives

- Recruiters and Potential co-founders should be able to see my education background, work and skill-sets. They should be able to contact me directly with the information provided on the website only.
- Peers and Collaborators, on landing on my page, should be able to quickly resonate with the vibe of a professional Product Manager and be able to deep dive into my projects.
- The website should also serve the purpose of holding a repository of my product thoughts(in the form of short Product stories).

Core Features

Landing page should be divided into vertical-scrollable sections, where each section can either open up information on the same page in an expanded view or have links to other pages(like linkedin page, github repo, my product story pages, etc).

Main landing section

Brief:

Snapshot intro, my picture, quick links to CV and github

component: hero_section

content:
 - headline: "Hi, I'm Srinivas – Product Leader & Innovator"
 - subheadline(show one line at a time with appropriate animation, bold as shown): "**Product leader** with CSE (IIT B) and MBA (IIM A), blending tech and strategy
Proven in building and scaling 0→1 products across tech domains
Hands-on with data, scripting, and rapid prototyping
Collaborates effectively across teams; **aligns diverse** stakeholders
Lifelong learner with a builder's mindset and clarity of thought
Empathetic problem solver with a user-first approach"
 - ctas: ["View Projects", "Read My Product Ideas", "Preview CV"]
 - My Picture (pick my picture from assets folder)
- Navigation bar: ["About me", "Projects", "Skills", "Product Stories", "Hobbies", "Contact Me"], include links to Linkedin(https://www.linkedin.com/in/bhukya-srinivas-naik-iima/), Github(https://github.com/BSrinivasNaik)

About me

Brief:

My Work Experience(company details and 1-2 lines of work i have done), Education degrees(and top achievements there in).
- details should open up when clicked as a expanded view

component: About me

Items:
 (1)
 - Icon image: (pick Nammayatri logo from assets folder)
 - headline: Product Manager at Namma Yatri
 - subheadline: Oct 2022 – Present
 - Description when clicked and expanded: [
   ● Launched monetisation playbook; scaled to 4.5L drivers, 22.7% avg. MRR growth
   ● Led multimodal stack; enabling single unified QR ticketing for 45L+ users

- Headed data team and Open Data Project; drove 8× conversion, 2L+ daily rides
- Engineered and launched core driver & rider features—boosting driver acceptance by 30% and rider DAU from 5K to 350K.

]

(2)
- Icon image: (pick Medianet logo from assets folder)
- headline: Associate Product Manager at Media.net
- subheadline: May 2020 – Dec 2020
- Description when clicked and expanded: [
  - Led DSP integrations; scaled advertiser spend to $50K+ daily
  - Improved ad targeting accuracy by 10% across platforms
  - Tested bidding strategies; increased wins(7% uplift) and reduced costs

]

(3)
- Icon image: (pick IIM Ahmedabad logo from assets folder)
- headline: MBA from IIM Ahmedabad
- subheadline: July 2018 – May 2020
- Description when clicked and expanded: [
  - GPA: 3.29/4.33 with 'A' grade in 17 courses
  - Won multiple competitions in Product Management and Marketing
  - Built agri-tech app connecting ₹3.1Cr/day "ugly" produce to urban demand

]

(4)
- Icon image: (pick IIT Bombay logo from assets folder)
- headline: B.Tech in CSE from IIT Bombay
- subheadline: July 2014 – May 2018
- Description when clicked and expanded: [
  - Graduated with 8.31 CGPA; scored 10/9 in 27 core technical courses
  - Worked on multiple key projects across Networks, Image Processing and College Utility applications

]

Projects

Brief:

Top projects at Work and Education(brief(should include project/feature brief intro with context and goals and showcasing my leadership abilities, show metrics, images, skills used)

Component: Project Gallery

[1]
- Title: Driver Subscriptions & Platform Fee Automation

- Icon image: Namma Yatri logo from Assets folder
- Description:
(1) Built 0→0 revenue platform across 9 cities, achieving breakeven in 18 months
(2) Designed UPI Autopay flow; boosted success rate from 86% to 92%
(3) Managed full product lifecycle; scaled to 4.5L drivers with 22.7% avg. MRR growth
- Skills Used: Product Leadership and Strategy, Stakeholder Management, Payment UX, Revenue Analytics

[2]
- Title: Multimodal Transportation Integration
- Icon image: suggest a multimodal(metro, bus, auto, local train) app logo
- Description:
(1) Pioneered unified QR ticketing and one-click UPI payments for multimodal journey
(2) Architected extensible backend and modular UI for scaling to 45L+ commuters
(3) Prototyped GPS/Bluetooth-enabled 'Pay as you go' and Smart Alerts for first/last-mile
- Skills Used: Mobility Systems, Systems Architecture, User Research, Rapid AI Prototyping

[3]
- Title: Open Data Platform & Data Function
- Icon image: suggest a Data Dashboard logo
- Description:
(1) Launched India's first mobility Open Data Dashboard end-to-end
(2) Led 14-member data team; drove 8x conversion, 2L+ rides/day, 70% driver retention
- Skills Used: Open Data, Team Leadership, Retention Metrics, Dashboard Design

[4]
- Title: Core Feature Rollouts: Driver & Rider
- Icon image: use Namma Yatri logo from assets folder
- Description:
(1) Built Matching Engine (+30% acceptance); Launched Yatri Points (+25% ARPDAU)
(2) Launched core rider flows—Repeat Ride, Pickup Hotspots, Reallocation (5K → 350K DAU)
- Skills Used: Conversion Optimisation, Feature Design, Behavioral Analytics, Python, SQL

[5]
- Title: Programmatic Demand & Ad Exchange
- Icon image: Use Media.net logo from Assets folder
- Description:
(1) Integrated TTD, Amazon, Baidu; scaled DSP spend from 0 to $50K+/day
(2) Improved cookie match by 10% across 30+ DSPs via publisher analytics
(3) Refined bidding via A/B testing—7% win rate boost, 15% CPM drop
(4) Designed Contextual DMP for high-relevance inventory, improving Ad ROI
- Skills Used: Product Leadership, AdTech, DSP Integrations, A/B Testing, Targeting Strategy

[6]

- Title: UV Monitoring on Samsung Watch
- Icon image: Samsung logo
- Description:
(1) Developed UV exposure monitoring with proactive alerts; delivered end-to-end
(2) Secured PPO for productised concept, feature design, and delivery
- Skills Used: Embedded Systems, Wearables UX, HealthTech, Alerting Systems

[7]
- Title: Resilient Load Balancer Deployment
- Icon image: Jio logo
- Description:
(1) Designed zero-downtime HAProxy deployment using TCP SYN and firewall rules
(2) Achieved >95% reliability handling IAM traffic in high-availability systems
- Skills Used: Deployment Engineering, Networking Protocols, Traffic Reliability

Skills

Brief:

Give a list of my skills divided into Product and Technical

Component: Skills

- Product Skills: Product Strategy & Roadmap, Cross-functional Leadership, Data-Driven Product Development, Stakeholder Management, UX Design, A/B, User Research(Interviews, Surveys, FGDs)
- Technical Skills: AI Agents (for prototyping), Figma, Data Analytics (Python, SQL, Excel), Conversion Optimisation, Cohort & Retention Analysis

Product Stories

Each Product story should open up a separate page- should pick a feature/product and talk about- why?, Frameworks, key features, Metrics.
Data:
Namma Yatri Partner Auto-drivers are our principal Brand Ambassadors:
https://github.com/orgs/nammayatri/discussions/394
Notion Product: https://luck-shelf-92c.notion.site/Notion-2177658cf5e3802e998cd3f4544317c8

Hobbies

Fitness Training, Badminton, Cooking, Podcasts and Movies, Biking

Contact Me

Emails(bsrinivasnaik96@gmail.com),
linkedin(https://www.linkedin.com/in/bhukya-srinivas-naik-iima/)

Design Plan and Tools to be used

- Clean, minimal UI (Gatsby or no-code like Webflow acceptable)
- Responsive (mobile-first)
  - Eg: (navigation using hamburger menu, optimised layouts for all screen sizes)
- Should be allowed to change theme(light/dark)
- Typography aligned with personal brand (e.g., professional, modern serif/sans-serif)
- Subtle animations/transitions to indicate polish

Success Metrics

- Page visits
- CV downloads
- Contacts made via website
- Engagement with Product Stories posts (shares/comments)

(Appendix) Read me

- Prompted for base PRD in Chatgpt
- Reviewed some of the professional and minimalistic PM websites online
- Drafted V1 of PRD on my own and then asked Chatgpt to review and suggest changes- to make it into a version that can be directly fed into AI tools like Lovable.dev.
- Chatgpt suggested some changes to make it more: component-based, detail-rich and actionable inputs. Picked from there and refined for how I was imagining the final output, added content.
- AI Prompts in Lovable.dev:
  - I gave the content of the PRD doc to Lovable and added in prompt- to make it a website following the above instructions, that is modern and minimalistic.
  - It gave me one quick version
  - I felt the need to add more elements in hero section
  - Also, asked it to give me more alternatives for template/page background.
  - Asked it to make updates to design- use AI and modern theme
  - I linked the repo to my Github account and downloaded code from there
- I cloned repo locally and in Cursor(with Cline extension):
  - Deployed website in dev mode
  - Fixed Dark theme issue, linked image and CV assets
  - Fixed Animations
- Bought Domain on GoDaddy and Hosted on GIthub Pages, and automated deployment process using gh-pages package.