

Aniruddha Mitra

Product Associate

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Summary

I am currently working as an Associate Product Manager at Credit Wise Capital, trying to create impact with products we ship in the NBFC lending space.

Experience

Product Associate – 08/2023 to Present

Credit Wise Capital Pvt. Ltd., India

- **Driving** the gamification and referral/loyalty program on our Customer Service Application, achieving a 33% monthly growth in the engagement metrics on the platform.
- **Hosted** digital (Whatsapp) campaigns for adoption of Personal Loan product, alongwith the sales team, resulting in a 40% increase in the adoption numbers as compared to seen in case of the normal SMS campaigns.
- **Collaborated** with cross-functional teams to ship our Health Insurance product, with minimum latency and errors while moving from UAT(testing) to production.
- **Prepared** product requirement documents, flows for the features to be integrated by third party vendors, **coordinated** with tech and design teams to design the wireframes and userflows.
- **Conducted** surveys regarding poor adoption and retention of our Bike Service product on our app and suggested action points and improvements to the current journey based on the user painpoints collected.
- Helped management in **implementation** of various cross-sell products in collaboration with other partners.

Associate Functional Oracle Consultant (SCM) - 01/2022 to 08/2023

Mastek Ltd., India

- **Prepared** Requirement Documents as per client's business requirements keeping in alignment with all the cross functional teams, including the technical team.
- **Implemented** the various configurations on Quality Management, Cost Management, and Interfacing modules, as agreed from both sides in the Solution Design Document signoff.
- **Collaborated** with team and prepared and **presented** demo for a feature in Oracle Fusion product for client's convenience in communicating any issues in business processes amongst the team.
- **Coordinated** with technical team to solve an issue with generating the right reports in system having all the necessary data fields.
- **Solved** some SPIRA(Gap) tickets raised by client based on the initial design demo sessions conducted by our team.

Education

Masters in Technology: **Renewable Energy: 2022 (CGPA-9.67)**
National Institute Of Technology, Bhopal
Higher Secondary (12th-ISC): **PCMB: 2016 (94.2%)**
St. James' School, Kolkata

Bachelors in Technology: **Electrical Engineering: 2020 (CGPA-8.98)**
St. Thomas' College Of Engineering and Technology, Kolkata
Secondary (10th-ICSE): **2014 (91.67%)**
St. Mary's Orphanage and Day School, Kolkata

Certifications

Product Management: **Achievement in Multiple PM School Live Case Study Challenges, 2022; Become a Product Manager | Learn the Skills & Get the Job, Udemy, 2022; PM School Live Product Management Certification Course, 2022; Google Analytics for Beginners, 2023**

Soft Skills: **Topper in NPTEL Online Certification course on Developing Soft Skills and Personality, IIT Kanpur, 2020**

Others

Skills – Intermediate in **Figma (UI/UX fundamentals)**; Beginner in **SQL**; Proficient in **MS Office**; Beginner in **Postman (API testing)**; Beginner in **Google Analytics**

Languages - English, Hindi, Bengali

Hobbies – Reading various Technology/product related newsletters, blogs; Listening to podcasts on Product management, technology, design thinking, start-up stories, etc.; Solving product case studies; Watching Thriller and Comedy movies