Debdeep Banerjee

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EDUCATION

MAKAUT (WBUT)	B.Tech in Computer Science CGPA: 8.54	2021 - 2025
St. Patrick's H.S School	ICSE/ISC: 90.52%	2021

SKILLS

Product Management: Agile, Product Strategy, Market Analysis, User Research, Wireframing
Technical: Java, JavaScript, React, Node, MongoDB, Express, Html, CSS, Bootstrap, REST APIs, SQL, GraphQL
Leadership: Cross-function Team Management, Collaboration, Mentoring
Tools: Jira, Miro, Canva, Excel, Mixpanel, ChatPRD, Github, Git, Bitbucket, Linux, Gemini, Firebase

EXPERIENCE

Product Management Intern   Mar 2024 - Dec 2024
MediaTech Communications   Remote
- **Led** the roadmapping and redesign of backend architecture for a MERN stack billing dashboard, cutting query response times by **30%**.
- Defined key **metrics** for **analytics**, including billing cycle trends and subscription adoptions, enabling real-time insights and improving decision-making by 25%.
- Orchestrated a POC for AI agent integration, automating invoice categorization and reducing manual effort by 70%.

Product Development Intern   Dec 2022 - Sept 2023
Wellness Connection Inc.   Arizona, USA
- **Led product analytics** integration using Mixpanel, capturing user activity across 50% of app features and facilitating data-driven recommendations and insights.
- **Spearheaded** and directed a gamified **engagement strategy** (badges, streaks), achieving an **85% surge** in user **retention**.
- Streamlined resource management by optimizing AWS storage, achieving 90% efficiency improvement.

Product Developer   Mar 2022 - Oct 2022
Prachar More   Kolkata, India
- Developed and launched several client websites using **MERN**-stack, **boosting** client **traffic** by **80%.**
- **Enhanced retention** by 80% by redesigning a travel booking platform, leveraging comprehensive **market research** and **competitor landscape analysis** to deliver strategic improvements.

PROJECTS

- **ZuAi App**: Conducted in-depth user research to uncover critical pain points and implemented a Freemium subscription model, driving a projected 60% increase in retention and overall user satisfaction.
- **Celestia**: Designed and developed an AI-powered interview platform with advanced sentiment analysis capabilities, addressing 95% of user requirements across diverse professional domains effectively.

ACHIEVEMENTS & CERTIFICATIONS

- **Co-founder & Lead** @ GirlScript Asansol - Organized 7 webinars & 3 hackathons.
- Basketball **State Champion (2x)** and **District Captain (5x)**
- Winner: Smart India Hackathon (Intra-college level among 50 teams).
- Certifications: Product Analytics, Product Roadmapping, Product-Led Growth by Product School.
- Social Summer of Code: Mentored 20+ contributors to develop open-source tools for needy students.
- Bronze Medal : Zonal Cyber Olympiad 2017.