DEEPIKA DUBEY

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Professional Summary

Analytical and user-focused **Product Manager** with strong technical foundation in **Android Development**, **UI/UX**, and **data-driven decision-making**. Experienced in **roadmapping**, **feature prioritization**, **A/B testing**, and **KPI tracking** to optimize product performance. Adept at **backlog grooming**, **sprint planning**, **user journey mapping**, and aligning cross-functional teams for timely, high-quality releases. Passionate about creating scalable digital solutions that balance **business impact** and **exceptional user experience**.

Education

Ajay Kumar Garg Engineering College   08/2022 – 06/2026
*B.Tech. in Artificial Intelligence & Machine Learning – **CGPA: 8.25***   *Ghaziabad, India*

St. Mary's School & Inter College
*Intermediate – **Percentage: 82.2%***   *Mirzapur, India*

Experience

Product Technical Lead Intern, THATha Business Development   07/2025 – **Present**
Product Strategy, UI/UX, GTM, Data Analysis, User Research   *Bangalore, India*

- Owned **end-to-end product lifecycle** — market research, persona creation, competitive benchmarking, and launch execution.
- Designed and validated wireframes in **Figma**; conducted **A/B testing** on onboarding flows, increasing retention by 12%.
- Implemented **Mixpanel analytics** for funnel tracking and feature usage metrics, leading to 15% higher engagement.
- Developed product roadmaps, maintained **agile backlogs**, and facilitated **sprint planning** sessions for engineering teams.

Open Source Contributor, GirlScript Summer of Code   08/2024 – 01/2025
UX Optimization, Product Enhancement, Collaboration   *Remote*

- Improved Android product usability via **user journey analysis** and responsive design updates.
- Collaborated with global developers using Git workflows; reviewed PRs ensuring alignment with product vision.

Android Developer, Software Incubator – SDC SI   08/2023 – 11/2023
Feature Delivery, UI/UX Collaboration, API Integration   *Ghaziabad, India*

- Worked closely with PMs and designers to define feature requirements and acceptance criteria.
- Shipped Android features with **Jetpack Compose** and Kotlin; optimized user flows via iterative testing.

Projects

Kiwiz – AI Printable | UI/UX, React.js, AI, Product Strategy   06/2025 – **Present**

- Led a multi-phase rollout of an AI-powered early education platform; prioritized features using MoSCoW framework.
- Conducted **usability tests** and **A/B experiments** to optimize content generation speed and UX.
- Created GTM assets and onboarding guides to support user adoption.

FemPower – Gender Empowerment Platform | UX Research, UI/UX Design   2025

- Mapped **user journeys** and developed wireframes to address safety, reporting, and awareness needs.
- Validated features with stakeholders; iterated based on feedback for maximum impact.

Technical Skills

PM Tools:	JIRA, Trello, Notion, Confluence, Looker Studio, Google Analytics, Mixpanel
Languages:	Java, Kotlin, Python, JavaScript, HTML, CSS
Android:	Jetpack Compose, MVVM, Room DB, Hilt, API Integration
Design:	Figma, Canva, Wireframing, Prototyping
Database:	SQL, Google Sheets
Practices:	Agile/Scrum, Roadmapping, A/B Testing, Feature Prioritization

Soft Skills

Strategic Thinking, Leadership, Communication, Time Management, Analytical Problem-Solving, Stakeholder Management, Collaboration, Empathy in Design

Achievements

- 3-Star rating (1745) on CodeChef; Top 6.7k globally.
- Top 5 in ECE branch; earned branch upgrade to AI & ML.
- 2nd place in Monoact (SPOTLIGHT); led 30-member team.
- Guinness World Record (Largest Rangoli); creative writing award.