

Deepika Dubey

Noida, Uttar Pradesh, India

+91-8090580157 — dubeydeepika1209@gmail.com — LinkedIn — GitHub — Portfolio

PROFESSIONAL SUMMARY

Aspiring **Product Manager and Growth Strategist** with strong technical foundation in **Android (Kotlin)** and **Frontend (React, TypeScript)**. Experienced in shipping scalable products and driving **12% retention uplift** and **15% engagement growth** through A/B testing, funnel optimization, and KPI-driven iteration. Adept at defining PRDs, roadmaps, MVPs, and collaborating cross-functionally. Comfortable working in **0–1 startup environments** with founder-level ownership mindset.

EDUCATION

Ajay Kumar Garg Engineering College

B.Tech. in Artificial Intelligence and Machine Learning — **CGPA: 8.12**

Aug 2022 – Jun 2026 (Expected)

Ghaziabad, India

EXPERIENCE

Product Technical Lead Intern, THATha Business Development

Product Strategy, UI/UX, Frontend Architecture

Jul 2025 – Present

Bangalore, India

- Architected **multi-tenant SaaS workflows**, improving platform scalability by 20%.
- Shipped **React.js + TypeScript** frontends; integrated REST APIs with SQL services.
- Owned product **roadmaps, PRDs, and release cycles**, ensuring 100% sprint delivery.
- Drove **A/B tests and usability studies**, improving task completion rate by 15%.
- Collaborated across design, mobile, and AI teams to accelerate product iteration velocity.

Android Developer, Software Incubator – SDC SI

Mobile Development, API Integration, Testing

Aug 2023 – Nov 2023

Ghaziabad, India

- Developed core Android features using **Kotlin and Jetpack Compose** (MVVM architecture).
- Integrated REST APIs and optimized Room DB, reducing app load time by 30%.
- Collaborated with design team to enhance onboarding flow and user engagement.
- Contributed to product decisions and feature prioritization alongside PM team.

KEY PROJECTS

Kiwiz – AI Printable – React.js, TypeScript, API, UX Strategy

Aug 2025 – Oct 2025

- Built dynamic printable-learning platform with **real-time API rendering**.
- Optimized onboarding flow, increasing activation rate by **28%**.
- Led UX research and Figma prototyping to create intuitive user journeys.

Nykaa UX Case Study – First-Time User Experience – Product Strategy, UX Research

Aug 2025

- Analyzed user funnel and identified **10–15% first-order drop-off**.
- Proposed smart retry flow and coupon reservation system to improve retention by **up to 18%**.

TaskPilot – ICP Lead Generation & Cold Outreach – GTM Strategy, Market Research, Sales Enablement

Oct 2025

- Defined 5 high-potential ICPs and identified 25+ qualified leads for TaskPilot, a workflow automation SaaS.
- Drafted personalized cold outreach emails and LinkedIn messages to improve engagement and conversion.
- Documented research process and strategy to showcase GTM thinking, founder-level problem-solving, and sales enablement skills.

SKILLS

- **Product & Growth:** Product Strategy, PRDs, MVPs, A/B Testing, KPI Tracking, Funnel Optimization, Experimentation, User Research, Stakeholder Management
- **Data & Analytics:** SQL, GA4, Mixpanel, Excel, Looker Studio, Data-Driven Decision Making, Dashboard Creation
- **AI & Automation Tools:** Cursor.ai, Lovable, Retool, Notion AI, Gen AI, Low-Code Prototyping, Workflow Automation
- **UX & Design:** User-Centric Thinking, Wireframing, Prototyping, Figma, Usability Testing, User Journey Mapping
- **Frontend & Android:** React.js, TypeScript, JavaScript, Kotlin, Jetpack Compose, API Integration, MVVM, Room DB
- **Collaboration & Tools:** JIRA, Confluence, Git, GitHub, Vercel, Agile Methodology, Cross-Functional Teamwork

LEADERSHIP AND STRENGTHS

Strategic Thinking • Ownership Mindset • Communication • Problem Solving • Team Leadership • Adaptability

ACHIEVEMENTS & INTERESTS

3-Star (1745) on CodeChef; Top 6.7k globally Top 5 in ECE branch (upgraded to AI/ML) • 2nd Place in Monoact (SPOTLIGHT)
Led 30-member dramatics society • Market Research • Product Trend Analysis • Dancing • Reading Suspense Thrillers