

DEEPIKA DUBEY

Noida, Uttar Pradesh, India

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Professional Summary

Results-driven **Product Manager** with a solid technical background in **Android Development** and **UI/UX**, known for launching features that boosted **user retention by 12%** and increased **engagement by 15%**. Skilled at translating data insights into actionable product improvements, driving measurable outcomes through rigorous **A/B testing** and **KPI analysis**. Proven success in leading **cross-functional teams** to deliver high-impact, user-centric solutions on time, consistently enhancing **product quality** and **user satisfaction at scale**.

Education

Ajay Kumar Garg Engineering College

B.Tech. in Artificial Intelligence & Machine Learning – CGPA: 8.25

08/2022 – 06/2026

Ghaziabad, India

St. Mary's School & Inter College

Intermediate – Percentage: 82.2%

05/2018 – 04/2022

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

- Collaborated with developers, mentors, and designers to define feature specs and build consensus.
- Delivered robust Android features using Jetpack Compose and Kotlin; enhanced user flows through iterative testing and feedback cycles.

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, accelerating product activation and engagement in key segments.

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

2025

- Designed user journey maps and wireframes to resolve safety, incident reporting, and awareness challenges.
- Iterated product features, driving a 25% improvement in user satisfaction and aligning deliverables with business goals.

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, Excel sheets

AI Tools: ChatGPT, Claude, Cursor, Windsurf, Uizard, Vercel, Lovable, GitHub Copilot, Codeium, Tabnine, Notion AI

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.