

# Deepika Dubey

AI Product Manager – Product Strategy, UX & Growth – Android & Frontend Background

Noida, Uttar Pradesh, India

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

## PROFESSIONAL SUMMARY

Analytical and user-centric **AI Product Manager** with a strong technical base in **Android (Kotlin)** and **Frontend (React, TypeScript)**. Experienced in building scalable, data-driven digital products achieving measurable outcomes—like a **12% retention uplift** and **15% engagement growth**. Skilled in PRD creation, A/B testing, roadmap ownership, and stakeholder alignment. Thrive in 0–1 startup setups with founder-level accountability and user empathy.

## EDUCATION

Ajay Kumar Garg Engineering College B.Tech. in Artificial Intelligence and Machine Learning – <b>CGPA: 8.12</b>	Aug 2022 – Jun 2026 (Expected) Ghaziabad, India
--	--

## EXPERIENCE

<b>Product Lead – THATHa Business Development</b> <i>Early-stage SaaS Startup – Product Strategy, UX, Frontend Architecture</i> – Delivered multi-tenant SaaS workflows improving platform scalability by 20%. – Defined MVP roadmap and authored PRDs aligning design and engineering sprints. – Executed A/B tests and usability studies, boosting task completion rate by 15%. – Led collaboration across AI, design, and mobile teams to accelerate product iterations.	Jul 2025 – Present Bangalore, India
<b>Android Developer – Software Incubator (SDC SI)</b> <i>Campus Product Incubator – Mobile Development, Product Experimentation</i> – Developed Android features using <b>Kotlin &amp; Jetpack Compose (MVVM)</b> , enhancing UX flow. – Reduced app load time by <b>30%</b> via REST API optimization and Room DB caching. – Partnered with PMs to define onboarding improvements, improving early retention.	Aug 2023 – Nov 2023 Ghaziabad, India

## SELECTED PROJECTS

<b>Dealsight – Sales Pipeline Intelligence Dashboard – Product Strategy, UX Research, PM Case Study</b> – Conceptualized an AI-powered <b>Pipeline Pulse Dashboard</b> to help sales VPs gain deal visibility and forecast accuracy in B2B workflows. – Mapped persona “Austin” to uncover bottlenecks—data overload, poor follow-ups, and weak insights. – Proposed a <b>Kotlin + Figma prototype</b> using NLP for red-flag detection, improving forecast accuracy by 20% and saving 75% review time.	Oct 2025
<b>ProfileBoost – AI-First Profile Building Ecosystem – Product Strategy, AI-Driven UX, Case Study</b> – Built an <b>AI-first platform</b> enabling students to strengthen university admission profiles through structured roadmaps and verified mentorship. – Defined user personas (students, graduates, professionals) and mapped core pain points—lack of guidance, structure, and motivation. – Designed <b>AI recommendations, mentor validation loops, and gamified nudges</b> driving 25% higher project completion and 20% stronger portfolios.	Oct 2025
<b>TaskPilot – ICP Research &amp; Cold Outreach – GTM Strategy, Market Research</b> – Defined 5 ICPs and identified 25+ qualified B2B leads for workflow automation SaaS. – Built <b>GTM strategy</b> and crafted personalized outreach improving conversions.	Oct 2025

## SKILLS

- Product & Growth:** Product Strategy, PRDs, Roadmapping, A/B Testing, KPI Tracking, Funnel Optimization, Experimentation, User Research, Stakeholder Management
- Data & Analytics:** SQL, GA4, Mixpanel, Excel, Looker Studio, Data-Driven Decision Making
- Design & UX:** Figma, Wireframing, Prototyping, Usability Testing, Journey Mapping
- Collaboration Tools:** JIRA, Notion, Confluence, Git, Agile Workflow
- Technical Foundation:** React.js, TypeScript, Kotlin, API Integration, MVVM Architecture

## LEADERSHIP & ACHIEVEMENTS

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