

# DEEPIKA DUBEY

Noida, Uttar Pradesh, India

☎ +91-8090580157 — ✉ [dubeydeepika1209@gmail.com](mailto:dubeydeepika1209@gmail.com) — [in LinkedIn](#) — [GitHub](#) — [Portfolio](#)

## Professional Summary

Versatile **Product Manager** with strong coding background in **Android Development** and **Frontend Engineering**, blending technical depth with product strategy. Delivered impact by driving **12% higher retention** and **15% engagement growth** through **A/B testing**, **KPI tracking**, and **data-driven roadmaps**. Skilled in **stakeholder management**, **backlog grooming**, and leading **cross-functional teams** to ship scalable, user-centric products with measurable business outcomes.

## Education

### Ajay Kumar Garg Engineering College

08/2022 – 06/2026

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

*Ghaziabad, India*

## Experience

### Product Technical Lead Intern, THATha Business Development

07/2025 – Present

*Product Development, UI/UX, Frontend Architecture*

*Bangalore, India*

- Architected **SaaS workflows** with multi-tenant design and modular service architecture.
- Built scalable **frontend platforms** in React.js & TypeScript; integrated REST APIs with SQL-backed services.
- Owned **PRDs, roadmaps, and product lifecycle** from scoping to release and iteration.
- Collaborated with **design, AI, and mobile teams**; drove **A/B testing** & usability studies to refine UX.
- Analyzed product metrics (retention, engagement) for **data-driven feature prioritization**.

### Android Developer, Software Incubator – SDC SI

08/2023 – 11/2023

*Mobile Development, API Integration, Testing*

*Ghaziabad, India*

- Delivered Android features using **Kotlin & Jetpack Compose** with clean architecture (MVVM).
- Integrated REST APIs with local **Room DB**, enhancing offline usability and app performance.
- Worked in agile sprints; collaborated with designers to refine UI and improve usability.

## Projects

### Kiwiz – AI Printable | React.js, TypeScript, API, UI/UX

06/2025 – Present

- Developed a **React-based frontend** with seamless API integration to enable dynamic, real-time printable learning content.
- Designed intuitive **UI/UX in Figma**, focusing on accessibility and engagement for early learners.
- Conducted **prototype testing and design iterations**, refining workflows for smoother performance and improved user experience.

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

2025

- Designed a **safety & reporting platform** with dedicated flows for lawyers, police, users, and empathetic counselor support.
- Conducted thorough **UX research**, introduced a real-time news/article section, and crafted smooth end-to-end journeys to enhance usability.

## Technical Skills

**Frontend:** React.js, React Native, TypeScript, JavaScript, HTML, CSS

**Databases:** SQL, Room DB

**Android:** Kotlin, Jetpack Compose, MVVM

**Design:** Figma, Wireframing, Prototyping, UI/UX Testing

**Practices:** Agile/Scrum, API Design & Integration, Testing & Iteration, PRD Documentation

**Tools:** Git, GitHub, JIRA, Trello, Vercel

**Soft Skills:** Collaboration, Communication, Strategic Thinking, Problem-Solving, Stakeholder Management

## Achievements

- 3-Star (1745) on CodeChef; Top 6.7k globally
- Top 5 in ECE branch; upgraded to AI & ML
- 2nd place in Monoact (SPOTLIGHT)
- Guinness World Record (Largest Rangoli)
- Creative Writing award; invited by DM
- Led 30-member dramatics society team