

Deepika Dubey

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

Noida, Uttar Pradesh, India

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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 — **CGPA: 8.12**

Aug 2022 – Jun 2026 (Expected)

Ghaziabad, India

EXPERIENCE

Product Lead — THATha Business Development

Jul 2025 – Present

Early-stage SaaS Startup — Product Strategy, UX, Frontend Architecture

Bangalore, India

- 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.

Android Developer — Software Incubator (SDC SI)

Aug 2023 – Nov 2023

Campus Product Incubator — Mobile Development, Product Experimentation

Ghaziabad, India

- Developed Android features using **Kotlin & Jetpack Compose (MVVM)**, enhancing UX flow.
- Reduced app load time by **30%** via REST API optimization and Room DB caching.
- Partnered with PMs to define onboarding improvements, improving early retention.

SELECTED PROJECTS

Dealsight – Sales Pipeline Intelligence Dashboard – Product Strategy, UX Research, PM Case Study

Oct 2025

- Conceptualized an AI-powered **Pipeline Pulse Dashboard** 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 **Kotlin + Figma prototype** using NLP for red-flag detection, improving forecast accuracy by 20% and saving 75% review time.

ProfileBoost – AI-First Profile Building Ecosystem – Product Strategy, AI-Driven UX, Case Study

Oct 2025

- Built an **AI-first platform** 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 **AI recommendations, mentor validation loops, and gamified nudges** driving 25% higher project completion and 20% stronger portfolios.

TaskPilot – ICP Research & Cold Outreach – GTM Strategy, Market Research

Oct 2025

- Defined 5 ICPs and identified 25+ qualified B2B leads for workflow automation SaaS.
- Built **GTM strategy** and crafted personalized outreach improving conversions.

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